JUN 5 1930

CONVENTION NUMBER

THE Publishers' Weekly

The American Book Trade Journal

62 West 45th Street, New York

VOL. CXVII NEW YORK, MAY 31, 1930 No. 22

ON March 19 we published *The Green Pastures*, Marc Connelly's great play, which has been and is the sensation of the New York theatre season. It became a best-seller at once, even before it received the Pulitzer Award. It has sold well ever since, and is now in its 5th edition.

On June 6 we are publishing Gilbert Seldes' brilliant translation of Aristophanes' comedy *Lysistrata*, which has had a phenomenal success in Philadelphia, and will open in New York on our publication date.

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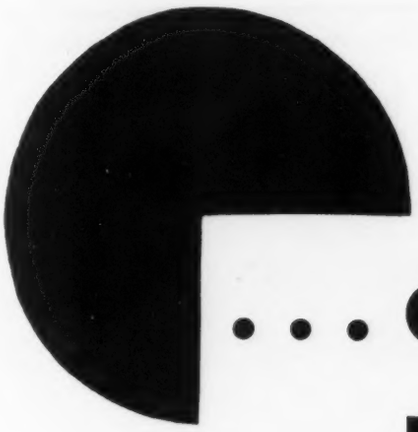
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THE PUBLISHERS' WEEKLY, 62 WEST 45th ST., NEW YORK CITY. Vol. CXVII, No. 22
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. . . on the recent PRICE CUTS

SOME MIS-STATEMENTS have been made recently with reference to price-cutting, which have tended to upset the trade at a bad time. The public might have been led to believe all books would be sold at half price. Of course this is not true.

While drug stores and cigar stores will continue to sell certain lines of books, they are in no position to display the thousands of new books that are published in the course of a year. *So, after all, the main distribution of books will continue through book and department stores.*

There is no secret magic that one publisher possesses that makes it possible to successfully publish and sell books at approximately half the price normally charged. If some one had the power to guarantee that three times as many books would be sold at half the usual price, the proposition would be simple.

The policy of this company has always been to have our books priced fairly and to promote the best interests of the trade. This we shall continue to do. Our fall catalogue will be ready in a few days; the prices are right, and we guarantee they will not be reduced for the balance of the year.



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two extraordinary and different novels.

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Langston Hughes is already popular as a poet; *Not Without Laughter* will make him famous as a novelist. $2.50

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The Pulitzer Prize Novel

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CASTLE GAY

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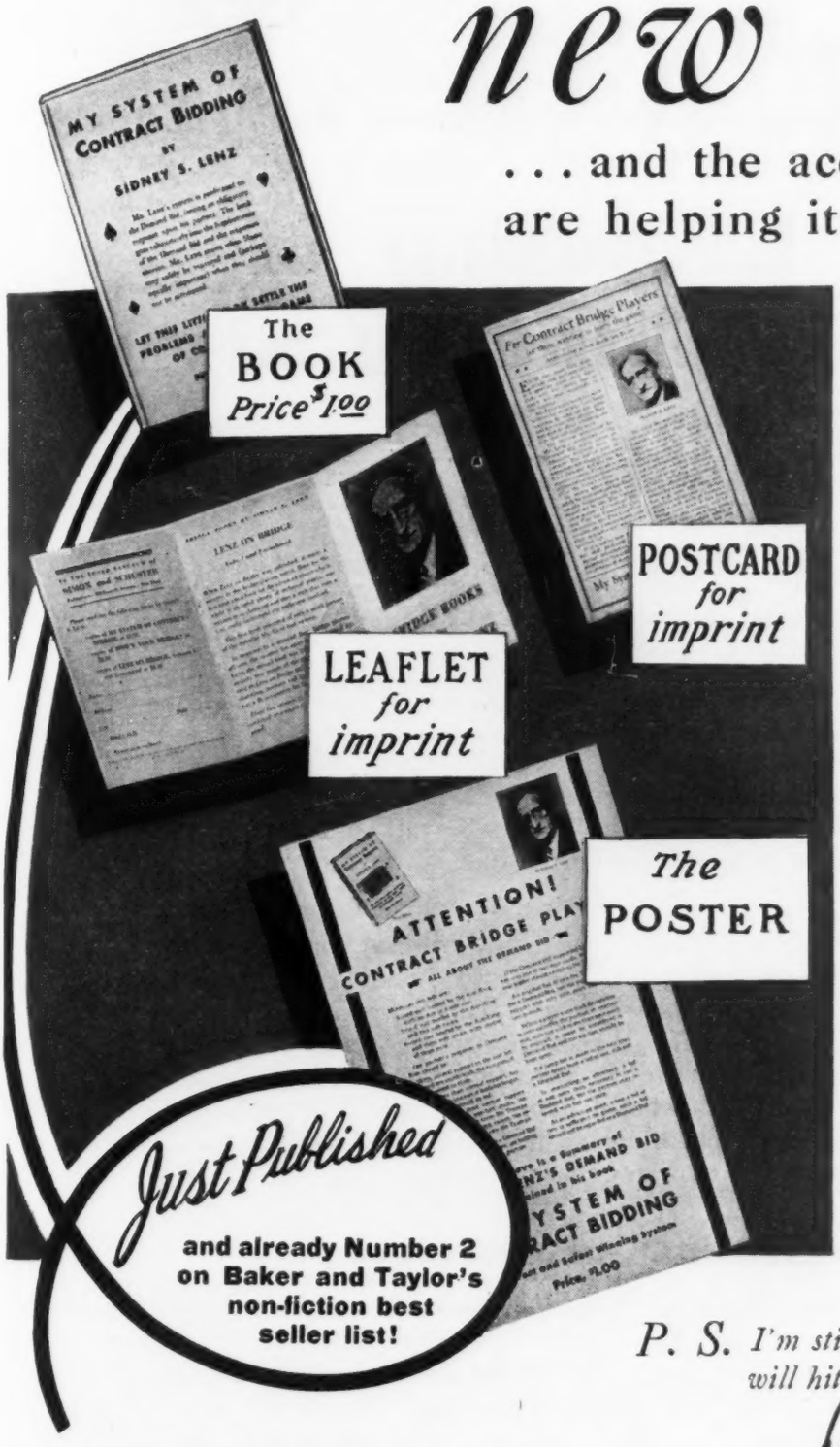
take pleasure in announcing that they have completed arrangements whereby Coward-McCann will represent the Yale University Press to the trade in the Eastern, Mid-western and Southern territories.

COWARD-McCANN travellers will show Yale books and take orders for them, throughout the trade. Mail orders will be handled as formerly and should be sent direct to the Yale University Press. All shipments will be made by the Yale University Press and not by Coward-McCann.

May 31, 1930

Mr. LENZ'S *new book*

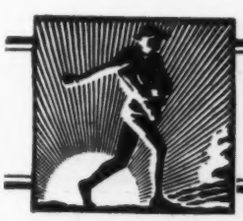
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REWARD!

F. F. B. H.

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These books do not in any sense constitute a low-price "series," or an experiment of any kind. Each is a regular first edition, such as we would ordinarily have published this summer or fall in the usual manner, and such as you would have sold in your own store at from $2.00 to $2.50.

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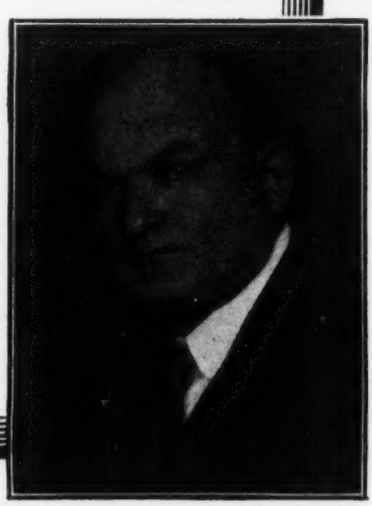
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AMERICAN BOOKSELLERS' ASSOCIATION CONVENTION – NEW YORK CITY, MAY 19



MAY 19-22, 1930.

UNIV. OF MICH.

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, MAY 31, 1930

30TH ANNUAL CONVENTION

AMERICAN BOOKSELLERS' ASSOCIATION

New York, May 19-22, 1930

HOTEL PENNSYLVANIA

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1st Vice President	PAUL ELDER *Paul Elder & Co.*	San Francisco
2nd Vice President	RICHARD F. FULLER *Old Corner Book Store*	Boston
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President's Address

Arthur Brentano, Jr.

THIS is the thirtieth time that the American Booksellers' Association has gathered in convention. It celebrates, as well, the second year of the organization of the Western Division which has grown exceedingly during the past twenty-four months, and has become a well-organized unit of the national body. Through that organization there has been given added strength and support to the work which we are doing, and to the effectiveness of that work. It is pleasant to know that this has come about in the period during which you have entrusted me with the Presidency of our trade group.



Arthur Brentano, Jr.

We are meeting in order that we may discuss those problems which directly affect each individual among us, as we have discussed them in the past, to our mutual benefit. Personally, I am thoroughly convinced that these annual gatherings are productive of great good; that we not only renew old friendships and meet new people, but that our combined efforts directed toward the solution of problems are responsible for a more competent handling of our affairs and a better, healthier, and happier set of conditions in the industry in which we all are interested. I feel, however, that there is a possibility—and this I have also learned during the past two years as your President—that many of us have been prone to forget the industry as a whole when we return to our separate businesses and find the need to devote our energy and attention to them. If there is one thing that I should like to leave with you, one thing that I feel ought to be the "message" of the President of this organization, it is that you remember during the months between conventions that you are all members of one great body; that the trade association can be of great value to each and every one of us, but that its effectiveness depends entirely upon your constantly remembering it and constantly contributing to its work by taking up during the year with the Executive Office and the Board of Trade, such matters as are of importance to you and to the trade.

The organization has three main objects—that of considering and acting on problems of trade intercourse in order to promote a fellowship of good feeling and a better working basis; that of endeavoring to create aids whereby the operating of our individual businesses may be made easier; and that of endeavoring to create plans for suitable business-building devices, so that our businesses may flourish.

Of the first, your officers, your Board of Trade, and your Executive Secretary are constantly on the alert to discover means of closer cooperation with the publishers, and from this work has come the idea of the open forum for the discussion of trade practices and the establishment of a joint board of publishers and booksellers, which has recently been appointed, and which will begin to function immediately after this convention, for the bettering of conditions in the industry. Of the second, we have the Clearing House, the Consolidated Warehouse and the other departments already in operation.

With regard to the third reason for existence, the organization has experimented with a number of plans in order to find one which will eventually become a permanent business-building campaign for the benefit of the entire industry. Among other things which will be presented to you at this Convention will be a plan for

a market survey that will be made with the cooperation of the newspapers and the joint board of publishers and booksellers. This will give us additional information for the purpose of finally achieving such a campaign, and I am sure we all feel that it is most necessary to experiment until we arrive at a suitable solution to the ever-present query—"How can we increase business?" Certainly we must agree that the experiments attempted have been in the right direction, with a desired result always in mind, and that it is equally necessary that we continue our efforts.

This Convention has to consider a matter of extreme importance to the welfare of the Association—one, in fact, so essential that the decision of this meeting will be responsible for the continuing of the Association's activities or a severe curtailment of the work we are doing and which we ought to continue and expand. Through our efforts to establish a national advertising campaign, we suffered a severe loss. This was reported to you at the last convention, and it was also shown that with the continued increase of the activity of our Executive Offices, it was necessary to increase the membership dues, as, up to last May, the office budget somewhat exceeded the income from dues. The increase in dues has been responsible for the continued effective work of the office itself, but it could not leave sufficient margin for the immediate payment of the Association's indebtedness, due practically in its entirety to the one attempt to establish the campaign. The Board of Trade will present to you a plan for the refinancing of the Association.

I cannot emphasize too strongly that which I have learned because of my close connection with the Association's activities during the last two years—the great good that has come of the work of the organization, and, above all, the greater good that is potential in its continued existence, and in a stronger support of it on the parts of the booksellers of this country. This is, as you know, a corporation, and each of the members owns a proportionate share of the stock. Each one should take as much interest in the work that is being done and that which is being planned, as he would in any other business enterprise in which he is a shareholder. I beg you to consider the Association as part of your own business, and the Executive Office as *your* New York office, and the employees there as your employees, and to use them so that they may grow in value to all of us.

I want to thank the officers and members of both Boards of Trade, for their efficient and valued help during the past two years, and to express not only my personal appreciation but the appreciation of all the booksellers of that work, and of the great amount of time which they have devoted to the affairs of the American Booksellers' Association.

Report of Executive Secretary

Ellis W. Meyers

THIS, my fifth annual report, is intended to cover the work of the office and to summarize the plans for the coming twelve months. That work ranges from locating obscure publishers for members through the management of two shipping departments, to the hiring of employees for members and the giving of advice on advertising and promotion. The objects of the Association, according to the by-laws, are: 1) Establishing better trade conditions, so that fair practice may result in all contacts of bookseller with bookseller, and bookseller with publisher and wholesaler; 2) Producing devices for cutting costs of doing business; 3) Producing increased business for the individual member and bookseller. During the year, the office has been in constant communication with publishers, and has acted with or under the direction of the Board of Trade, endeavoring to correct bad trade practices. On a number of occasions, we have asked publishers to stop certain types of advertising, and in not a few cases our requests have been granted. In practically every instance, we have found that the publisher has been ready to cooperate.

Trade Practice

There have been occasions on which we have pointed out, quite legally, to certain individuals the folly of price-cutting as well as of breaking of dates of publication. In one major instance of price-cutting, in which an entire city was involved, we were happy to have brought about the restoration of net prices.

Through the constant contact with the publishers came the idea of the Joint Board for publishers and booksellers to consist of an equal number of publishers and booksellers who will meet monthly to discuss trade conditions and trade welfare, with results broadcast to the trade.

Association Departments

Our department for employment has many applicants for positions, and, in some instances, we are able to aid them in making contact with a member or publishing house. The correspondence directed to us for information has grown amazingly. We make no pretense of knowing all the answers, but we have been able almost always to find the place to get the answers.

Since the beginning of this year, our bulletins have listed overstock items. This service is being used to a fair extent, and not one of the bulletins has failed to bring the dealer some orders.

A sort of semi-official detective bureau has come into existence through the growth of shop-lifting, and it is our hope that we may be able to keep our members posted, at least so far as it is possible to give the descriptions of suspected persons. This started as a local affair, but apparently some of the people who make a living by preying on bookshops travel about, and it would be well for all of our members to remember the descriptions of these persons.

A service which is really part of the Clearing House, but is being used by some members not using the Clearing House, is the distribution of orders for dealers who are several days' mailing distance from New York, but on air mail routes. These booksellers make out a government post card order to each publisher, enclosing all in one large envelope and sending by air mail to us. It is immediately opened and the individual orders mailed to publishers. It saves many days and is much less expensive than if each order went direct to the publisher through the air.

In many instances, we receive telegrams ordering a miscellaneous assortment of books from a number of publishers, and we immediately telephone those orders. Where there are several booksellers in one city, they might send a cooperative daily night letter to us ordering their pickups. It might be daily or once or twice a week, but there would be a great saving in time at small expense.

There are booksellers who ask us to collect books from several publishers for steamship deliveries. Members may send us a supply of their labels for such contingencies. Messages can be written at the office and enclosed. The only cost to booksellers is the cost for the telephoning to the publishers, plus, in the case where delivery is made to individuals who are travelling, the cost of the local delivery.

There has been constant strengthening of our contact with the Western Division. Their second convention has been most successful and the development of the divisional idea has added greatly to the interest in the organization as a whole.

Legislative Efforts

Every effort has been made to promote the passage of HR 11, the resale price maintenance bill now before Congress, for the first time in fifteen years reported out of committee. It has a chance of passing. All booksellers ought to write to their Congressmen and Senators saying that they are in favor of price maintenance legislation, and ought as well, to urge other retailers in their communities to do the same thing. As in law-making, pressure from the voters helps. Congressman Kelly calls it now a question of educating Congress.

The Association has been represented at the tariff hearings and at Albany in the matter of censorship. The Board of Trade believes that sane legislation of the type of the Vanguard measure, introduced in New York State by Assemblyman Langdon Post, ought to be championed by all booksellers. Details you may require about the starting of this type of work can be had from the office.

We are endeavoring to work out a blanket insurance for the members of the Association to cover them for losses or

damage in their rental libraries and for the loss from bad debts and worthless checks.

During the next few months the attempt will be made to secure a set of figures covering the costs of doing business in bookstores. The questionnaire has already been made up, and will be at the Round Tables on Wednesday.

The Clearing House

The major cost-saving device of the Association is the Clearing House. It is estimated that the average saving made by using the Clearing House instead of having orders shipped direct from the publishers is $500 a year. There are 150 bookstores using this service. Some used enclosure houses before, but even they are saving money because we use a standard and larger case at the Clearing House, and it is not necessary to use as many cases. The carriage charges as well as the enclosure charges are thus reduced.

The Clearing House has never been happily organized. Our quarters have been too small, and, being unable to pay good salaries, it has been necessary to operate with a staff of untrained employees. Last fall, the service became almost completely disorganized for about two weeks. It was necessary to take on an entire new staff and some members to whom we had been giving a satisfactory service for a couple of years thought it necessary to discontinue. Fortunately we held the major portion of our accounts, and were able to bring service back to its old basis. The Clearing House was operated at a loss to the Association and the rates were raised, but so slightly that it has not materially affected the saving to members. In addition, we have now found a method by which we can reduce our costs about $600 a year, so that the Clearing House will in all probability never again show a loss.

We are now endeavoring to organize a New England delivery service that will further reduce the costs of shipping to members there.

The Consolidated Warehouse

We have been asked why we operate the Consolidated Warehouse. We have spent a great deal of energy and for the first two years have taken a loss in the department, and the feeling that it deserves some explanation is only natural. Theoretically, a trade association ought to be operated to bring about a better condition for any part of the trade. Through the Warehouse, it has been possible to save money for some of the publishers. In addition, we are demonstrating that this type of Warehouse is practicable and are pointing out the wisdom of eventually establishing a book building where all publishers may have their stock and shipping departments. This will bring about a tremendous saving and make it possible for the publishers to pass on some of that saving to booksellers. Then, too, it will make for a more efficient distribution. Out of the Warehouse experience will undoubtedly grow a series of depositories across the country. The Consolidated Warehouse now ships for fourteen publishers. The last month added two more, and two will come in within the next sixty days. Three others are considering the idea very carefully. The Warehouse does not show a large profit, due to a great extent to the fact that we doubled the size of the space in order to be able to take in additional accounts. With the four new publishers, our income will be increased about fifty per cent. with only a nominal increase in overhead. The Warehouse will undoubt-



Ellis Meyers and Arthur L. Newman II. attorney for the Association, at Curtiss Field where the convention delegates were the flying guests of the Bobbs-Merrill Co. and Erwin R. Franklyn, author of "Take-off"

edly bring a fair profit during the next twelve months.

The Western Division has, through a resolution passed at its meeting last month, asked that we endeavor to establish a similar department in San Francisco. This matter is being worked out at the present time and it is hoped to open a Western Warehouse within the next year. Any attempt that will be made to bring about any new project in the Association will be worked out so that it will not under any circumstances cost the Association money through a loss in its operation. Our work during the last year has been made exceedingly difficult because of the financial condition of the organization and I can assure you most earnestly that it will not be made any worse through the adoption of any plan that will drain our resources.

The Association has successfully operated a mat service for a few of our members for the past three years. They receive two mats for the illustrations of their newspaper, catalog or direct mail advertising each month for a nominal sum. In addition the office has been called upon on a number of occasions to aid booksellers in the working out of individual catalogs or mailing pieces or in some cases complete newspaper advertising campaigns.

Cooperative Advertising

We have been constantly striving to find a logical self-supporting and effective means of establishing a real national promotional campaign including both advertising and publicity. During the last year we tried out a cooperative advertising plan in the cities of Pittsburgh and Cleveland. It was not successful, inasmuch as it did not seem to produce enough business to warrant its being continued. I have had it analyzed by two or three persons who are supposed to know national advertising, but we do not seem to be able to find out why it produced so little. It may be that a campaign of this type needs a longer period of trial and if that is the case, it is unfortunate that we are in a position in which it is not possible to raise the funds necessary to operate it over a period of six months or a year. For the time being it has been set aside until we can find the necessary means of making it productive.

We made arrangements last fall with A. H. Walsh of the *Review of Reviews* and *Golden Book* through whom these two magazines very kindly presented us with two pages a month in which to list the bookseller members of the Association. This list has gone to 320,000 people each month for the last seven or eight months. At the beginning of this year a test was made in order to learn if any results could be obtained through making these advertisements into a type of mail order copy. Judging from the results of a questionnaire we sent out a few weeks ago a number of our bookseller members have seen very definite results.

Book Magazine

Many of our members have suggested the establishment of a magazine mailing piece. It has been my theory that the book review and magazines and catalogs now currently used are successful only with persons who are used to buying books. They are highly specialized. It would seem to me that a magazine about books could be edited and written in such a fashion that it would of itself and its very content be interesting to a large portion of the population. It must have the life and "pep" of a publication such as the *New Yorker* so that people will be amused and through reading it learn of books which they may want to read. Obviously the publication of such a journal is beyond the means of the Association but I have been in touch with a printer who has helped me devise a plan through which such a project might come into being. A plan has also recently been worked out for the purpose of publicizing books by radio. This idea was developed by Marshall McClintock formerly of Doubleday, Doran Bookshop and now with the Viking Press. It consists of a half hour weekly broadcast not of book reviews, as such programs are usually arranged, but of a program of entertainment into which the idea of books and pertinent parts of individual books are woven. It contemplates the tie-up with the bookseller who will be furnished with window displays and cards and at the same time the publication of a magazine similar to the one which I have described to be distributed by booksellers in the zone in which the broadcast is being given. A

test audition of this program was held at the radio station some weeks ago for the benefit of the advertising representatives of several publishing houses and the matter was discussed at a recent meeting of the Publishers' Ad Club.

While practically all of the worth-while retail booksellers, large and small, are members of the Association, there are some of them who have not taken full advantage of their membership. It is quite certain that among these many things that we are doing every member can find at least one way in which he can use the Association's office. The first bulletin from headquarters went out in 1925, and five answers resulted. It is gratifying to know that a mailing last month to 500 booksellers brought in about 250 answers. Still, there are many ways in which the organization can be strengthened, and surely one of them is in the matter of cooperation with the office and the Board of Trade.

The potential strength of the Association cannot be measured. The settlement of that price war came about because of the fact that the persons involved felt that this trade organization represented the industry, and had the industry's backing in its work.

I feel certain that there is today a very large number of booksellers who are convinced of the great advantages to be derived from the successful operation of the American Booksellers' Association, but until we have practically the complete backing of the booksellers of the country in every effort to produce new things or to curb evils, we will not be attaining a maximum degree of efficiency.

The Treasurer's Report

Stanley G. Remington

Balance Sheet

EXHIBIT A

APRIL 30, 1930 *and* 1929

ASSETS

CURRENT ASSETS:		
Total cash		$508.76
Accounts receivable		
Warehouse	$849.16	
Clearing-house	1,523.13	
BookSelection	630.33	
Advertising—Mat service	140.24	
Advertising—National	90.00	
Office—Miscellaneous	261.41	
Total accounts receivable		3,494.27
Inventory of books (priced at 30c. per volume)		393.30
Liberty Bonds (pledged as security for bank loan)		2,000.00
Accrued interest on Liberty Bonds		85.00
Total current assets		6,481.33
OTHER TANGIBLE ASSETS:		
Furniture and fixtures, less depreciation		1,226.52
Advertising properties, less depreciation		675.00
Supplies		251.48
Deposits on leaseholds		554.18
Deferred expenses—Insurance, convention, etc.		244.64
Total other tangible assets		2,951.82
Total assets		$9,433.15

LIABILITIES

CURRENT LIABILITIES:			
Accounts payable—Trade			
1928-1929 datings	$3,910.66		
1930 datings	2,803.50		
		$6,714.16	
Advance payments for services—Warehouse and Clearing-house		691.92	
Notes payable—Trade			
Past due	$2,974.25		
Not due	5,500.00		
		8,474.25	
Note payable—Bank (secured by collateral—contra)		1,800.00	
Accrued interest on notes		19.54	
Accrued expenses		—	
Accrued salaries—Baltimore		650.00	
Accrued salaries—New York		220.40	
Total current liabilities			$18,570.27
BALANCE OF PUBLISHERS' CHRISTMAS:			
Donations			65.00
Total liabilities			18,635.27

NET WORTH

Capital Stock, no par value			
Authorized and issued	500 shares		
In treasury	495 shares		
Outstanding	5 shares		
Deficit			
May 1, 1929, per the books		*—2,105.73*	
Adjustments, per Schedule 1		*—1,754.25*	
As adjusted		*—3,859.98*	
Net *loss* for the year ended April 30, 1930, per Exhibit B		*—5,342.14*	
Deficit, April 30, 1930			*—9,202.12*
Total liabilities, net of deficit			$9,433.15

Statement of Income and Profit and Loss

EXHIBIT B

For the Year Ended April 30, 1930

INCOME		
Membership dues received	$10,078.43	
Interest	88.69	
Miscellaneous	90.11	
Total income		$10,257.23
NON-DEPARTMENTAL EXPENSES		
Salary—Executive secretary	$ 5,400.00	
Office salaries—New York	2,600.41	
Office salary—Baltimore	520.00	
Rent	585.00	
Postage	356.40	
Supplies	434.16	
Bulletin expense	516.44	
Telephone and telegraph	213.00	
New membership expense	179.41	
Convention expense—year 1929	674.96	

Interest	129.04	
Traveling expense	78.14	
House service	42.42	
Book patrol expense	49.73	
Freight and express	2.08	
Insurance	19.50	
Advertising—trade	5.75	
Depreciation—Furniture and fixtures	35.64	
Miscellaneous	422.70	
Total non-departmental expenses		12,264.78
		—*$2,007.55*

OTHER INCOME AND EXPENSES

	Gross Income	Cost and Expenses	Profit or *Loss*	
Advertising mat service	$ 342.06	$ 251.97	$ 90.09	
Bookshoppers' Guide	93.63	119.75	*—26.12*	
Co-operative sales	232.61	183.31	49.30	
National advertising	6,576.00	6,702.14	*—126.14*	
Totals	$7,244.30	$7,257.17	$ *—12.87*	
				—*$12.87*

OPERATING PROFITS OR *LOSSES*, PER EXHIBIT C

Warehouse	16.27	
Clearing-house	*—1,339.23*	
BookSelection	*—1,998.76*	
		—3,321.72
Net *loss* to Exhibit A		—*$5,342.14*

Departmental Operations

EXHIBIT C

For the Year Ended April 30, 1930

CLEARING HOUSE	
Income	$12,657.95
Operating Expenses	13,997.18
Loss	—$1,339.23
WAREHOUSE	
Income	$34,889.09
Operating Expenses	34,872.82
Profit	$16.27
BOOKSELECTION	
Sales	$ 1,719.15
Cost of Goods Sold	3,052.20
Loss	$ 1,333.05
Operating Cost	665.71
Total loss	$ 1,998.76

You have listened again to another lengthy report, and I hope I have not tired you. *The membership numbers* 638. There are 45 new members—69 resignations.

440 members have paid 1930 dues, 198 are still owing. We feel confident however that at least $2000 from these will be collected before January 1931.

From the National Association of Book Publishers

Marion Humble
Executive Secretary

THIS message is a resumé of Association activities of the past year undertaken to increase sales in the bookstores and the booksellers' cooperation with these activities. This promotion work is supervised by the Executive Committee of the National Association of Book Publishers, who have suggested that it be described somewhat in detail, to give you an idea of the tremendous amount of work which is being done to send customers into the bookstores.

Book Week in 5000 Towns

Last May and June publicity for the eleventh Book Week was started. A conservative estimate of newspaper space given to book news and to Book Week activities last November is about 1,000 columns, in 1,500 papers. Forty-five thousand posters, and 114,000 pamphlets giving suggestions for Book Week were distributed to 12,000 schools, 1,645 public libraries, 4,000 booksellers, in 5,000 towns. Nearly 500 dealers ordered extra copies of poster and pamphlets for local distribution. Even after eleven years we still believe children's Book Week one of the most productive features of our entire year's work, because it provides a demonstration of work which in many cities gives to booksellers contracts which are active during the whole year, and because the habit of book-buying, acquired by children, builds the future market for books.

New Posters

For the holiday season, Edward A. Wilson designed a new poster, "Books the Best Gifts," of which 10,000 were distributed. Two hundred booksellers purchased at cost 18,000 miniature Christmas cards with the poster design, and 45,000 gift book bands. Advertising copy which was printed in the *Year-Round Bookselling News* was used by many dealers in local newspapers.

Four new artists have contributed poster designs to the success of association publicity this year—Robert E. Lee, Robert C. Gellert, Clinton Balmer and Paul Honoré.

Bookshelf Campaign

A special publicity campaign during the winter centered around the idea of getting more built-in bookshelves into homes and apartments through suggestions to architects and home builders. We secured an article, "Planning Attractive Bookshelves" from Walter Rendell Storey, feature writer on interior decoration for the New York *Times Magazine,* and printed it attractively with photographs and floor plans showing locations for bookshelves. One hundred and forty-five booksellers ordered the pamphlet in 100 or 200 lots to mail to architects and decorators. The Association has distributed 40,000 copies through booksellers, librarians, architects and builders' organizations, the Better Homes in America, General Federation of Women's Clubs, and other organizations, *all on request,* except for sample copies used in correspondence. In addition, the Association office has placed articles and photographs on bookshelves in magazines with a total circulation of 12 million. (Illustrated in Association exhibit at Convention.)

Radio, Magazine, and Newspaper Publicity

Recently a well-known magazine editor remarked that the greatest competitors of books are magazines. Our theory in much of our publicity is to reach people with news of books through magazines and other mediums that reach them day by day in their homes,—newspapers, radio, etc. The magazine articles on books and bookshelves which have appeared during the year, written by us or suggested by us, total 83, in magazines with a circulation of 25 million. Practically all these articles have been listed in the *Year-Round Book-*

selling News as suggestions for displays of the books included. Newspaper book review columns since 1920 have increased more than 100%. Radio stations broadcasting book news have almost tripled in five years. A study is now being made through bookstores and libraries of the results of radio book talks. We are urging all radio book reviewers to include advance publicity to booksellers in their plans, as one definite means of connecting the broadcasts with book-buying.



Marion Humble

Mr. Lippincott's address to the National Association of Book Publishers at their Annual Meeting in January provided opportunity for nation-wide publicity on the reading of new books as compared with standards and classics. Fifty-eight metropolitan newspapers gave considerable space to our release of this speech, many of them in editorials. The Associated Press also used it. The poster "You must have new books, of course, but don't neglect the worth-while books of the past," was reprinted, and a merchandising campaign was outlined for dealers to tie up with the national publicity in the press. The *Literary Digest* featured a number of the newspaper articles.

Religious Book Publicity

The featuring of religious books in the spring again gave nation-wide publicity to the statement sent to newspapers in March, quoting an interview with Mr. Edward S. Mills, president of the Association, about the increased number of religious books published in 1929, and Bible sales. The Associated Press also sent out this release, and the *Literary Digest* used a number of the editorials. Booksellers who think there is no interest in religious books should see the space and editorial comment given to them in the newspapers. Dealers who report greatest success in selling religious books have placed them in a special department with a specially interested clerk in charge of promotion and sales. Seventy-eight hundred copies of the new religious books poster were distributed, and 12,000 display cards, featuring Bibles and Children's books for Easter gifts. Nearly 200 bookstores and libraries requested extra copies for distribution to churches.

Book Week contacts carried over into the following year and special promotion instituted by the publishers, for childrens books in the spring have helped establish year-round sales. The spring publicity for children's books this year took the form of a "Spring Book Show" in May—a merchandising idea which more than 200 dealers used, and which was correlated with magazine articles on books for graduation and promotion gifts, books for vacation reading, travel books for children. As in former years, the Trans-Atlantic Passenger Conference has cooperated by furnishing free several thousand dollars worth of foreign posters, which have been ordered this year by 285 bookstores and libraries.

The 1930 vacation reading display material offered in the *Year-Round Bookselling News* has already been requested by 150 dealers. The amusing Herb Roth cartoon posters have been reprinted. In addition to sending them to bookstores and libraries, we have offered them to camp directors for their use in stimulating reading. As poster requests and data on camp libraries are received from camp directors, their names will be forwarded to local booksellers for follow-up with booklists and offer of service.

Two new pamphlets issued this year,

"Bookstore Sales by Mail," and "Selling Children's Books," have found an immediate response among dealers, 425 dealers having requested the former, 200 the one on children's books.

New Outlets

In the work of developing New Outlets, the Association has continued to study localities which lack bookstores and book departments, and to advise prospective booksellers. The opportunity in college bookstores to develop trade book business has been emphasized. The establishment of 40 branch stores in 1929 indicates a logical expansion of many existing bookstores seeking new outlets.

Publicity Through Book Talks

The Lecture Bureau, financed by the Employing Bookbinders of America in a three years' subscription to our promotion work, has been continued with general talks on reading and book-buying in schools, at teachers' meetings, before Rotary clubs and chambers of commerce. In 1929, talks were given in 225 towns. Publicity for books in connection with these talks appeared in 200 newspapers, notices averaging about 7 inches each. Headlines such as "Books and their Importance," "Books and Citizenship" reach thousands of people not reached by the talks themselves. During the three years of this work, these talks have been given in 37 states to more than 500,000 people. In some towns the entire program has been managed by local booksellers. The schedules are made in cooperation with State Superintendents of Education and State Library Commissions. Undoubtedly the indirect results of this stimulation of bookbuying are very great, and in many cases direct results can be seen in increased appropriations for libraries or in demands in the bookstore.

Merchandising Conferences

Last fall, realizing that the merchandising problems of dealers had grown with increasing book production, and that business generally had slumped, the Association decided to experiment with field work in the bookstores, which has been talked of for several years. Dealers near New York were offered merchandising conferences, "bookselling institutes," conducted by a woman experienced in this work and in book promotion—Miss Ruth Leigh. The first towns to accept the offer were Albany, Syracuse, and New Haven. In Albany a three-day institute arranged by Mr. Clapp and Mr. Skinner brought out 36 dealers and staff members. In Syracuse Mr. Keating of the W. Y. Foote Co., took charge of local arrangements and 42 responded. In New Haven, conferences were arranged by Mr. Kronish of the Edward P. Judd Co., held in the Book and Quill, and the Brick Row Book Shop, 36 people taking part. This spring Miss Leigh has talked on merchandising to the Philadelphia Booksellers' League, at the invitation of Mr. Charles Shoemaker, and conducted conferences in Providence, Rhode Island, and Springfield, Mass., arranged by Mrs. Bradley of the Booke Shop, and Mr. Roger Johnson. In each case, dealers from three or four towns nearby have been invited and have attended. The response has been most enthusiastic, and the reports of increased local sales from dealers who have cooperated would seem to indicate that this work should be expanded. These institutes will be discussed at the round tables Wednesday, and Miss Leigh herself will describe this extension work.

Booksellers' Cooperation

The increased use of Association merchandising plans and promotion material by dealers is very gratifying. The announcement of a new pamphlet or new display material in the *Year-Round Bookselling News,* which reaches 4,000 booksellers, always brings at least 200 requests from dealers, and in some cases—for instance, the pamphlet on "Developing Sales by Mail"—more than 400 requests from dealers. Dealers who use this material know that they can trace increased business to it. The names of these cooperating dealers are included in the promotion exhibit at the Convention. There are many booksellers here who have turned these ideas and this material into cash. They will be glad to tell you just how you may increase your own sales through cooperation with the general publicity campaign.

Following the A. B. A. Convention last year, Mr. Lippincott, then president of the Publishers' Association, appointed a committee of which Mr. William Morrow was chairman, to confer with an

A. B. A. committee about a survey of book trade costs, but a committee meeting was not called. A second committee was appointed by Mr. Lippincott, with Mr. Henry Hoyns as chairman, to confer with an A. B. A. Committee about the educational courses of the Business Training Corporation, and decided that the necessary enrollments of 1,000 could probably not be secured, to justify an expenditure of $25,000 for this purpose.

Joint Trade Committee

The suggestion of a joint committee to confer about general trade problems has been made this year, and it is hoped that among the first topics to be considered will be the development of courses in retailing through the Federal Board for Vocational Education, and a survey of selling costs such as that proposed several years ago by the Harvard Bureau of Business Research. Expansion of the merchandising institutes started during the past few months by the Publishers Association is also recommended as an immediate objective.



Frank L. Magel, who presented the report of the Board of Trade to the Convention and was elected to the Honorary Fellowship of Booksellers



Stanley G. Remington, reelected treasurer of the American Booksellers' Association

Though in some parts of the country dealers have reported poor business this spring, in other sections business has been good. Certainly the book business has fallen less than other retail business, or than it would have fallen without the cushion of publicity and promotion work, educational work in the schools, etc., provided by this ten years' campaign. And best of all, book sales are established throughout the year; Year-Round Bookselling is no longer a theory, it is an established fact, a tremendous gain over the limited and concentrated holiday book business of former years. It is one of the greatest achievements in the booktrade in the past ten years, and the soundest foundation for the future.

Report of the Board of Trade

of the American Booksellers' Association, presented by Frank L. Magel to the 30th Annual Convention New York, May 19, 1930

THE Board of Trade of the American Booksellers' Association respectfully submits to its officers and members the following report of its activities during the year just concluded together with certain opinions and recommendations which we believe will be of interest to the Association, and which we believe should be adopted.

I *PRICE CUTTING*

Every effort has been made by the Board and the Executive Office to prevent the spread or continuance of any price war. It must be obvious to all who have carefully studied the cost of doing business that price competition will lead to ruin. The only sound basis of competition in the book business is that of service. The dealer who begins a price war immediately puts the fate of his business into the hands of his competitors. He must go as far as his competitors wish to take him.

A concrete example of what may happen in a situation of this kind occurred in Baltimore last year. One store began to cut prices. Immediately competitors also cut, and in a very short time every large outlet in the city, except one, was selling at a discount of 20%. The dealer who did not cut was faced with the certain loss of a good portion of his business which he could not afford. The dealers who did cut faced a loss on every dollar of sales.

Fortunately, through the efforts of our Executive Secretary, Mr. Meyers, the differences between these dealers were reconciled and prices restored. Mr. Meyers deserves a considerable measure of commendation for the tactful and efficient manner in which this situation was handled.

For the first time in fifteen years the Price Maintenance Bill, called the Capper Kelly Bill H. R. 11, has been reported out of committee to the House. While there may be some difference of opinion as to whether this bill is applicable to books, we are assured by the author of the bill that it is, and we believe it should have, the support of everyone in the industry.

II *BETTER TRADE CONTACTS*

It has been the feeling of the Board and undoubtedly of individual booksellers and publishers that there should be established a better working contact for the promotion of trade relations with the publishers. This has brought about the idea of a general forum for the Convention Session tomorrow morning, at which time it is hoped that publishers and booksellers both will outline their various problems and will discuss those problems frankly and freely. It is not intended that this session shall become a debate. Obviously the reason for this meeting is to make an attempt to explain those problems so that each side will understand them, and out of such understanding take steps to make it easier to carry on the work between bookseller and publisher.

This general idea has brought about a further step in the formation of a joint round table of publishers and booksellers. The reasons for the forming of such a body have been discussed with a committee appointed by Edward S. Mills, President of the National Association of Book Publishers, and upon the report of that committee, the Publishers Association has agreed to appoint a standing committee to meet throughout the entire year with a similar group of booksellers. This will give a body that will be able to discuss trade problems as they arise, to solve them when possible, and to publish the findings, so that the entire trade may be continually informed of what is happening.

III *ETHICS OF ADVERTISING*

The Board has on several occasions in the past spoken of this matter. We believe that any logical plan for publishers' advertising should take into consideration the fact that each separate advertisement is an individual effort to send business to some bookstore or book department and that through the building up of this retail business, the publisher in turn benefits. Most of the publishers try to adhere to this unwritten law of good business, but it nevertheless is a fact that there are many occasions during the course of the year when it is necessary to take up matters of bad advertising practice with individual publishing houses.

The Board feels that it is not to the booksellers' advantage for publishers to advertise the fact that certain books are Book Club selections. Such statements appearing in newspapers and magazines, on book jackets and book bands tend to advertise a direct competitor of the bookstores through which the advertised merchandise is supposed to be sold, and in a measure puts the dealer in the position of tacitly, if not actually, endorsing one of his chief competitors.

Some publishers also have the reprehensible habit of inserting cards addressed to themselves in books that are being sold through the bookstores, or of using the flaps of jackets for the purpose of soliciting direct communication with the customer. That this is entirely unethical is patent, and booksellers should not fail to register their protest against it.

The Board strongly disapproves of the practice of certain reviewing mediums of accepting advertisements from dealers or mail order houses offering current books at cut prices. Certainly these publications cannot expect the bookseller to endorse this practice or be willing to distribute such publications to his customers. We believe also that publishers would do well to take cognizance of this matter, as the booksellers' certain objection to this sort of practice will mitigate the full effectiveness of the advertising they may do in such mediums.

Through a study made by the Board last year, it is believed that a certain amount of coupon advertising in periodicals and newspapers is permissible. This type of advertising gives the publisher a direct return that enables him to pay a part of the cost of the advertising, and therefore to do a great deal more advertising than he could possibly do under any other circumstances. The advertising in turn produces bookstore business, as witness such campaigns as that of the "Book of Etiquette" and "Mark Twain." It is obvious, however, that it is necessary for the publisher to place the bookseller in a position to give exactly the same merchandise at the same price. In cases where this is done, and not overdone, it appears to the Board that this type of advertising is likely to be of benefit to the bookseller instead of harmful to him.

IV *BOOK CLUBS*

Immediately after the Boston Convention a special committee appointed by our president met with a similar committee of publishers in order to effect, if possible, a compromise that would do away with the continual guerrilla warfare between the book clubs, publishers and booksellers. This committee reported its plans to the Board of Trade and the Board gave its approval of the outline of that compromise as submitted.

The compromise would undoubtedly have made possible not only the end of serious bickering but the establishment of an effective merchandising and promotional campaign of the type which we have always felt has been quite necessary. Unfortunately, the joint committee consisting of representatives of the publishers, authors and book clubs, as well as the booksellers, was unable to agree on the original terms of the compromise, and after several months of concerted effort the matter had to be dropped.

The Board has always been in constant touch with the Book Club situation. It cannot but recognize that we are faced with this form of competition, for the

time at least. It believes, however, that in accepting this fact, it is necessary to bear in mind the numerous evils attendant to the continuation of the Book Club idea; evils which the Board has not failed to point out on many occasions, and for the continuance of which publishers and authors now bear the sole responsibility.

We wish also to point out that the method of advertising employed by the Book Clubs is one that if carried to the ultimate will destroy the confidence of the public in the bookstore, not only through destroying confidence in bookstore prices but by making the bookseller appear less competent to serve the public in his capacity of purveyor, particularly of current literature.

The Board hopes that through its further efforts a sounder basis for clean competition among the various types of bookselling enterprises may eventually be established.

V *ADVERTISING, ETC.*

There can be no doubt that there is an increasing interest in the possibilities of instituting a promotional campaign that will make a bigger business for booksellers. The Association has experimented with several new ideas and while one of them particularly had rather disastrous effects insofar as our finances are concerned, the Board feels that the efforts to inaugurate a sound institutional advertising campaign for booksellers should be continued until success has been achieved.

It was agreed at the last convention that cities outside of New York are obtaining less and less book advertising. As a consequence, a test campaign of the cooperative advertising plan proposed at the last convention was started in Pittsburgh and Cleveland. The results of this advertising were not too startling, but the effort itself seems to have been headed in the proper direction.

At the same time that this work started, the Executive Office made arrangements with the *Review of Reviews* and *Golden Book* whereby those magazines donated two pages each month in their book advertising section on which were listed the names of our members, giving us a chance to place those names before 320,000 people monthly. Since the beginning of this year this experiment has gone one step further and coupon copy is now being run in the two magazines, in order to find if some direct results may be obtained from the advertisements.

The Executive Secretary has now presented a plan to the Board for another effort to establish an effective promotional campaign. The idea has met with our approval, and is being presented to you at this Convention to see if it can be worked out and the necessary cooperation of our members assured. Unfortunately many plans presented in the past, although receiving the assurance of cooperation at the Convention, failed to receive that promised cooperation when put into effect. Had that cooperation been received most of these plans would have been successful and would now be working to the benefit of the entire trade. In considering this new plan, it is hoped that it will not only be endorsed and the necessary cooperation assured but that the cooperation will be forthcoming if or when the plan is put into operation.

VI *THE MURRAY PLAN*

A persistent effort has been made throughout the past year to induce the Federal Council of Churches to sponsor the plan of the National Church Library Movement but it has been so far without success.

One of the members of the Federal Council in writing recently expressed the opinion that "the minister's book budget plan shows some sign of returning life" and this is further confirmed by the fact that the sanctioning of the plan in Northern Presbyterian Churches is to be brought up in the coming session of the General Assembly in May of this year.

The Board will continue its efforts and hopes to have a definite and favorable report to render in the near future.

VII *MARKET SURVEY*

It has been suggested by the Executive Secretary that a survey of the public's buying habits can be made for the booktrade by the newspapers throughout the country. This plan can be accomplished through those periodicals which have merchandising departments, each paper allowing a certain number of personal calls in proportion to the amount of advertising placed in it by publishers or booksellers. We have asked the Publishers' Association, through the recently appointed joint board of publishers and booksellers, to cooperate in this matter. This survey should undoubtedly give us a great deal of information from which we can build future plans for promotion and selling.

The Board also calls attention to the proposed survey of the Social Science Research Council which was brought to the attention of last year's convention by Mr. Melcher. The Council has been unable to make a final decision in this matter, but an unofficial statement from persons in contact with it indicates that there is a possibility of the adoption of this plan to make a five-year study of the whole process of marketing books from their inception to their delivery to the retail customer. This would indeed be of benefit to the industry. The Board intends keeping in close contact with this proposed project and hopes that through its efforts it may be brought to the booktrade.

VIII *SURVEY OF COSTS*

The Board presents at this meeting an accounting set-up, and recommends that booksellers arrange their accounts so that the information requested in the questionnaire may be had without difficulty. This has been prepared from our knowledge of bookselling requirements after careful study of forms and outlines of such organizations as the Harvard Business Bureau. It is felt that a bookkeeping system that will enable booksellers to find these facts will be of great value to each of our members. This questionnaire as well as further information regarding the details of the preparation of such a set of books will be sent to all of our members during the next few months.

IX *SELLING AT DISCOUNT*

While it is true that there are certain types of persons and organizations whose work is worthy of the support of everyone, and whose claims and requests for better prices are not without merit, it is nevertheless a fact that bookselling offers so slight a margin of profit in comparison to the amount of money, time and labor invested that it does not warrant the giving of discounts, or the making of favored patrons. The Board feels that this should include not only individuals but public organizations also. The Board realizes that the bookseller receives certain benefits through his library contacts and that he should continue those contacts, but only until such time as it is necessary for him to give away his profits through an excessive discount; for, while bookselling is a great deal more than a mere business, it is obvious that booksellers cannot continue to remain in business unless they are enabled to earn a fair return from their sales.

X *NEW COMPETITION*

The Board feels that the establishment of hundreds of new outlets in cigar and drug stores throughout the country for the purpose of selling books far below published prices will prove injurious to the trade as a whole. It will undoubtedly tend to destroy the confidence of the public in the prices of newly published books, as there appears to be no reason why the public should not wait until all books reach the bargain counter, particularly as in many instances during the past Fall the books used were on the bargain tables within a comparatively few months after publication. Many of them in fact were still on the shelves and tables of the bookstores as current books and some were even being currently advertised by the publishers.

The Board realizes that remainders are inherent in the business of publishing; that so long as there is publishing there will be remainders, and that their sale, as such, through regular channels of book distribution, can serve a quite definite and useful purpose. But to give to remainders the prominence of large displays in cigar and drug stores, on the basis of books at cut prices, especially in the midst of established book outlets, is certain to be disturbing and harmful.

XI *BOOK PREMIUMS*

The Board must again call attention to the fact that it is unfair for any arrangements to be made by publishers whereby organizations of any sort, in the trade or outside of the trade, may offer current books as premiums. This pratice is in effect a breach of faith with the dealer as it lessens the value of the books which the publisher has sold to him, and it also serves to break down the existing machinery for distribution so that in the end the publisher will suffer quite as heavily as the retailer.

XII *BOOK OVERSTOCK EXCHANGES*

Early last Fall the Board recommended that the Executive Office make some provision in its bulletins to list book overstock items. This has been done and our members are beginning to take advantage of the new service with good results.

XIII *ANTIQUARIAN ROUND TABLE*

The Board approves most heartily of the formation of an Antiquarian Round Table. It feels that the suggestion to expand the activities of the Association so that the Organization may be of benefit to those who do not specialize in new books is a good one, and urges that all booksellers specializing in the field of old and rare books and that all who maintain old and rare departments attend the meetings of this group or send one of their assistants to those meetings.

XIV *CENSORSHIP*

The Board has watched the question of censorship closely. We wish to be recorded again as being in favor of clean books—but unalterably opposed to a censorship by the few. Every effort has been made to champion the establishment of sane legislation, and as a consequence the Vanguard Measure presented to the New York Legislature has had our support. We feel that the Convention should pass a vote of thanks to James Henle, president of the Vanguard Press, sponsor for the New York State Legislation and to Morris L. Ernst who has done so much to forward sane censorship legislation.

For the purpose of giving you a first-hand understanding of the present situation in New York, the Program Committee for this Convention has invited John S. Sumner, Secretary of the Society for the Suppression of Vice, H. V. Klatenborn, lately Associate Editor of the Brooklyn *Daily Eagle,* Morris L. Ernst, and Mary Ware Dennett to address our session on Tuesday afternoon.

XV *THE WHITE HOUSE LIBRARY*

The plan proposed by the Western Division at the last convention for the establishment of a White House Library to be presented to the Chief Executive of this country for the use of himself and his family, and that of future Presidents, has been put into operation and President Hoover has kindly accepted this gift of the booksellers to the Nation.

XVI *THE CONSTITUTION*

The Board requests that the Resolutions Committee bring before this Convention the following resolutions about which the membership has received due notice in advance of this Convention:

1. WHEREAS the Association has been a corporation since 1926, and

WHEREAS the Executive Office has so developed its commercial activity, and

WHEREAS it was originally intended when incorporating that the Board of Trade should act as Board of Directors of the corporation, be it therefore

RESOLVED that in the future the Board of Trade shall be known as the Board of Directors, and shall have such powers as are usually given a Board of Directors, and be it

FURTHER RESOLVED that the following elected officers of the Association, namely, the President, First Vice-President, Secretary, and Treasurer, with the elected Chairman of the Board of Directors and two members of the Board to be appointed annually by the President, shall serve as the Executive Committee of the Board of Directors and Financial Committee of the Association, and that on this committee shall be, without vote, the Executive Secretary, and that this committee shall be responsible to the Board of Directors and members of the Association for all financial transactions and the handling of the finances of the corporation.

THIS RESOLUTION is intended to amend and replace all other clauses of our constitution and by-laws (particularly sections VIII and XIII of the corporation by-laws) outlining the personnel and duties of the Executive Committee.

2. WHEREAS certain constitutional amendments were adopted at the convention of the American Booksellers' Association held in the Hotel Statler, Boston in May, 1929; and

WHEREAS through an oversight due notice was not sent to the membership in advance of that meeting; and

WHEREAS the Association's position has improved through the adoption of said amendments,

BE IT RESOLVED that this Convention herewith ratify the changes in the constitution adopted at the 29th Annual Convention.

The Board also requests that the Resolutions Committee take cognizance of the fact that because of the unusual position of buyers and managers in book departments of department stores, the constitution be amended in order that there may be an additional membership rating for such book buyers, the annual fee to be $25.00. It is also recommended that there be created an additional membership rating for full membership at $10.00 per year for booksellers doing a business of less than $10,000 annually.

XVII CODE OF ETHICS

The Board earnestly requests that all booksellers become acquainted with the Code of Ethics adopted by this Association and that they adhere to the articles of that Code at all times.

XVIII BOOKSELLERS' TRAINING

The Board has considered a number of methods intended to promote the establishment of a booksellers' training course. It has found none of them practicable and has decided to solicit the aid of the publisher's committee, appointed for the purpose of establishing such a course, in preparing one from the material already available in the trade, written by the outstanding persons in each department of the business.

It is hoped that the first of the series of lessons in this course will be published before the coming Fall.

XIX *CONSOLIDATED WAREHOUSE*

The work of the Consolidated Warehouse during the last three years has convinced the Board that it is serving a real purpose and that it is of great benefit to the trade. In addition, the Board feels that with its continued existence and further development, its potential value is much greater. For the first time this department has brought in an income sufficient to enable an expansion that will take care of future growth. While the profit of this year's operation is small, it has nevertheless been made at a time when an entire floor of additional space has been taken over and the warehouse is now in a position practically to double its volume without increasing its overhead for rent, light and heat.

XX *THE CLEARING HOUSE*

The report of the Clearing House is not all that the Board might wish, nor has its operation been at all satisfactory to your Executive Secretary. Unfortunately hampered from the very beginning by lack of funds, the Clearing House has never been operated under anything approaching ideal conditions, the space used being of no considerable size and the force employed consisting mainly of untrained employees. As a consequence during the peak business of last Fall the service became in several instances somewhat unsatisfactory and we regret to report that five or six accounts were lost as a consequence. Every effort was made to get the situation under control. During this year the rates were slightly increased in order to meet the actual expenses of operation. An entirely new staff was engaged, and we are hopeful that it will continue to function smoothly from now on. We believe that the Clearing House has a definitely helpful and increasingly useful purpose in the affairs of the Association, and we trust that its occasional growing pains will be understood and condoned by its users, and that more members will become aware of its usefulness to them.

XXI *EXECUTIVE SECRETARY*

The Board wishes to record its appreciation of the work of our Executive Secretary, Mr. Meyers. He has now completed five years of service for the Association. Those five years have seen the development and growth of the Clearing House and the Consolidated Warehouse, which, considering the lack of funds available for the work, is in itself no small achievement. Every project that has seemed to have in it anything of benefit to the Association has received his intelligent and enthusiastic cooperation. That some were not succcessful cannot be charged to any lack of interest or effort on his part. In addition the Association has been ably represented in every controversy that has arisen in its relations with publishers, book clubs, censorship matters, price legislation and other matters of importance. Because of the financial condition of the Association, his work for the past year has encountered circumstances that have been extremely discouraging. The Board feels that the Association is fortunate particularly at this time in having a person of Mr. Meyers' capabilities as its Executive Secretary.

XXII *FINANCES*

The Board wishes to call attention to the financial condition of the Association. Due mainly to the Bookselection plan, we were faced last year with a deficit and also faced with the fact that because of the continued work and increasing activity of our Executive Office, the budget under the old system of dues was not sufficient to take care of the increasing expenses of that office. This has been adjusted through the new schedule for dues adopted at Boston. At this Convention, we are still faced with a large indebtedness which could not at once be wiped out by the increase in dues under the new schedule, and we present, therefore, a plan for refinancing the Association under the issuance of a debenture bond.

Attention is called to the fact that the office can now operate with a budget that does not exceed the income from dues; that the Clearing House is now on a basis whereby its operation will not cause a loss, and may, in fact, earn a profit, and that

the Consolidated Warehouse will also contribute a profit. Increased income from four new publishers who have arranged to use our warehouse facilities we believe will assure this. In addition we are in active negotiation with three other publishing houses.

This transaction makes it possible for the Association to operate without the constant difficulty it has had during the past year. It will reduce our obligations to persons with whom we must continue to do business, and will enable us to pay a six per cent dividend to those members and creditors who lend us the money on the bonds.

It also makes it unnecessary to have to collect the succeeding year's dues in advance at each convention, paying a ten per cent premium (as we did last year) for the purpose. As a consequence, each year's income will be sufficient for the expenses of that period.

A. To raise $17,500 through the sale of bonds of a face value of $25 each.

B. Old Accounts and Notes Payable as scheduled April 30, 1930, to be paid through this method:

Accounts Payable	$5,008.00
Notes Payable	8,474.25

C. Following payments to be made immediately after the raising of funds through the sale of bonds:

By Cash	$7,757.25
By Bonds	5,725.00

D. Balance of amount raised to be used for operating expenses for balance of 1930.

E. Messrs. Magel and Meyers have had conference with W. C. Heaton, auditor, who approves the plan as logical for solving the Association's financial problem.

For future operation:

Estimates of income and expenses for the next year have been carefully worked out, based upon the statement of last year's operations as adjusted by known factors.

(a) set aside from dues each year a sum of $1800 for payment of interest, $1050, and retiring of bonds. After first year, interest charge decreases, due to retirement of bonds, enabling Association to take up a greater amount of bonds each succeeding year. Interest and retirement dates May 1st of each year.

(b)	Estimated office income from dues, convention, etc.		$11,000
	Estimated Warehouse profit fiscal year May, 1930-May, 1931		1,750
	Estimated miscellaneous profits, advtg. service, bulletin, Clearing House, etc.		550
			$13,300
(c)	Interest on Bonds and Retirement	$1,800	
	Office Expenses	10,500	
	Additional revenue for creation of reserve cash fund		12,300
			$ 1,000

F. Reserve fund to be used for retirement of bonds at discretion of Executive Committee.

G. Our larger creditors have agreed to take 50% of the amount due them in cash, and the balance in debenture bonds if this plan is put into operation. This amounts to $5725 of the $17,500 issue.

Convention Report Continued on Page 2734

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leypoldt

Published by the R. R. BOWKER Co.
62 West 45th Street, New York City

R. R. BOWKER, President and Treasurer
62 West 45th Street

Subscription, United States $5; Foreign $6; 15 cents a copy

May 31, 1930

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

Exciting Days

LAST week book news made the front pages of a thousand papers. A price war was heralded; welcomed by some. Those who believed that public interest in books had declined were mistaken. The public had again proved book hungry. It wanted books and more of them.

The 75c. books had developed book buyers; dollar counters greatly extended this popular audience; a half dozen new lines of dollar books sprang up in six months, all on the familiar reprint basis, with steadily increasing quality.

But the general lists had had a bad spring, the first bad season in several years. Blame was liberally distributed; many whispered over-production of titles with congested channels of marketing, increased cost to sell, the danger flag of remainders, bad reports from the field. Books were not high to those who know costs, but a poor purchase is always high. Curtailment of titles was sure to come in the fall, probably a good thing for all.

But some believed that dollar markets should not wait for reprint rights but could, by close figuring, have first printings. This made "spot" news. Economics will decide whether it is real news.

But whatever is proved, everyone is doing hard business thinking and it will be good for us, good for fall business and good for the future.

Trade Moves Right On

AFTER the reverberation over the country of dollar book discussion booksellers settle down to their very practical problem of charting their own course for the next few months while the public, as usual, decides in what form and in what way it wishes to buy its books.

The first word we hear from the book-trade, especially from the department stores, directed by their merchandising departments, is that bookshops are immediately going to give evidence to their customers that their shops are in line with the press dispatches and are putting on sale the best dollar books of whatsoever kind is available. So far, of a new type only the reprints of spring books have been ready and these are being connected this week with other dollar merchandise, of which there is a great abundance, and with fiction of earlier two dollar issues taken from the booksellers' own overstock.

In the second place, retailers are fully aware that the idea has only affected a very small area of publishing and it would be rash to prophesy that there can be a permanent division of new fiction output into the dollar and the higher levels. The extent of public demands and the actualities of production costs will settle that. Booksellers will go over the situation carefully with their salesmen, in order that each store may give accurate information of the whole matter to the public, otherwise business will be slowed down by an expectation that there is a new price situation all along the line.

Thirdly, the sale of popular price merchandise through varied outlets makes the function of the bookstore to give a completely adequate book service the more important, and special displays of books important for permanent private libraries are likely to be emphasized—well-made books in all departments of literature—the staples which make private libraries permanently enjoyable.

The heightened excitement brought about by the way this plan for a new fiction class was publicized and the interpretation of the public that everything had been revolutionized makes it more difficult for the publishing world as a whole to now steer its course, and the booksellers must

do their part in this period, to build sales of both current and permanent books and to strengthen the public repute of the bookstore and book department as the most competent and well-stocked, even if not the only source of book supplies.

The Time to Talk to Congress

THE chance of having a modern, equitable copyright law for the United States is, thanks to the hard work of many cooperating groups over months and years, a real possibility. On May 28th, Albert H. Vestal of Indiana, who has for several years distinguished himself by his leadership in this important field, introduced a revised general copyright bill on the floor of the House as H. R. 12549. If this now receives from all over the country, the backing that it most surely deserves, there seems no reason why the bill cannot pass the House in this session and come before the Senate in December.

The importance of this new code to authorship, American and foreign, is beyond reckoning and its value to every user of copyright material, immense. The next thing needed is aid from the Rules Committee which would put this bill into an advanced place on the House Calendar. Then the proponents must meet the small and unescapable opposition that may come on the floor.

Supporting the bill is the Authors' League of America, which includes creative workers in all fields. In the last six years the League has taken up the leadership in copyright revision and carried along the effort to produce a bill that would bring the United States into the International Convention and give a modern workable code for all users of copyright material in the United States. Book publishers, through the National Association of Book Publishers, have given the authors continued support in carrying on the work that the publishers themselves started over forty years ago when International Copyright was first organized. Periodical publishers have been in the last month satisfied with their situation under the new bill. The American Library Association is satisfied with the present draft and is throwing the weight of its country-wide influence behind the bill. The moving picture industry as well as the composers of music, the mechanical music industry, newspapers and many other groups have long called for a modern measure.

Among the producers of plays three out of the several score of producers still oppose the bill, including the Shuberts, Brady and Woods. Their contention is that the bill should give greater assurance that the producer of the spoken play should receive profits from the moving picture. The authors point out that this can be done by contract but not by copyright legislation. The producers raise the cry that otherwise the spoken theater is lost. It is rumored that there may be some other opposition from the radio field, but it has long been decided in the Supreme Court that the broadcasting of music and literature is public performance and therefor must be subject to copyright regulations.

The Publishers' Weekly points out that every reader of this paper has a very direct interest in the passage of the bill, both as a matter of patriotism and trade economics, and everyone should write to his Representative at the House of Representatives, Washington, immediately expressing his desire to see prompt action on the general revision of the copyright bill, H. R. 12549.

Interest in White House Books

THE Chairman of the Committee on the Library for the White House has been deluged with requests for copies of the official list of the library, and the first printing of 10,000 has been practically exhausted. The orders, however, have been filled rapidly from the *Publishers' Weekly* office at 62 West 45th Street, New York by Frederic Melcher acting as chairman. The list has been nicely printed by the Harbor Press with a reproduction of the bookplate, and is offered to booksellers at $5 per 100, $10 for 250, $20 for 500, $35 for 1,000, and 10c. for single copies. All income received over the actual cost is used in covering the expense of handling the library such as the printing bills, etc., all the cost of the books themselves, bookplates, shipping, etc., having been paid for by the subscriptions booksellers.

The final shipment of books left New York for Washington on May 15th.

The New Publishing Proposals

What Happened When Dollar New Fiction Was Announced

THURSDAY, May 22, 1930, goes into booktrade records as a day when publishing stones swept the front pages of the metropolitan dailies and echoed across the country. News of books has always had special public interest, but the rumor that book prices were tumbling was news indeed, and the sidewalks of New York almost buzzed with the excitement. As the air clears a little, the story of the episode may be reviewed as trade history, and from this record various prophecies will be made as to the effect of the explosion on the next moves in book publishing and distribution.

Four publishers deliberating over the ever present desire to bring more people into book buying habits separately evolved new plans for achieving this. Their announcements were planned for the period when the spring selling was behind and travelers ready to go forth for new canvasses. As the rumors from one publisher's office reached another, each jumped to release its story, realizing that such announcements would have front-page value if dramatically told. The New York press, busy at the Booksellers' Convention, suddenly scented this new development and reporters were called to hear releases.

The effect on bookstores sales could not be as immediate as might have been expected from the avalanche of news stories, as very few new books were ready to meet the demand, and, in fact, comparatively few were actually in sight. The public heard that the popular dollar book counters were to be given new color by current additions, and booksellers in various parts of the country immediately felt the demand. Whether it was to be within publishing economics to meet continuously the demand for dollar books out of current publications or whether the result will be simply a stimulation to the dollar material already available in great variety, has not been agreed upon by those who prophesy.

One of the four announcements, and the first generally discussed, was not a dollar fiction proposal, though it became classed with the other announcements. In the first days of the Booksellers' Convention James McCann of Coward-McCann tried out on some of the retailers a proposal for giving what his firm believed to be a better deal to booksellers on fiction from new authors. They proposed to start a series called *"Premier Fiction"* at the price of $1.50, with return privileges within three months, the books all to be individualized in appearance and fully promoted. Four titles were announced.

The second announcement from a publisher to reach the trade ear was that of Simon & Schuster, who called the press in to describe to them a proposal of a dollar series to be bound in paper covers of uniform design, not paper in the accepted term, but rather flexible boards with cover designed by Will Dwiggins. No books are to be ready until fall and they intend to put into this form the type of fiction they had already planned for their regular list, including authors appealing to both a popular audience and a selective audience, a new book by the author of "Bambi," one by Thames Williamson, author of "Hunky," one by J. P. McEvoy, one by Arthur Schnitzler, and Jean-Richard Bloch, author of "—And Company." They believe that the paper covers, though saving but little in the costs of manufacture, suggest to the public that books can be bought for temporary enjoyment and subsequently thrown away. They believe that cheaper books would decrease book borrowing, bring more people into the bookstores and open new outlets. Simon & Schuster do not apply this plan to some of their long novels and make no change in non-fiction.

With this announcement in the hands of the press, there came news from Farrar & Rinehart and then from Doubleday Doran, whose programs were somewhat similar, that is, they contemplate reaching out for a big popular reading audience by means of cloth bound books published initially at a dollar rather than at the old two dollar level which today is followed

by reprints at seventy-five cents. Farrar & Rinehart released their fall list at the same time but with long fiction at higher levels and non-fiction at varying prices and the dollar fiction titles at the rate of two or three a month from June to November. The result of these plans would probably be to create a new classification among current publications, this classification to be dollar books for popular consumption, books that would create on publication a sufficient public to make a dollar price profitable, with sales through bookstores and newly found outlets in drug stores and newsstands. In order to have material ready to launch the plan Farrar & Rinehart reached back into its spring list and repriced its three fiction successes, Katharine Brush's novel of January, "Young Man of Manhattan," Mary Roberts Rinehart's mystery novel of March, "The Door," and Margaret Widdemer's April novel, "Loyal Lover." These books being ready for distribution gave this firm the first jump on the sales created by the newspaper furore, though some retail stores coming into the press immediately with announcements to show that they were alert to this publicity, swept into their advertising other fiction that they had on hand at the dollar price, so that the first flurry carried the low price books that these publishers had not intended to see there.

Doubleday, Doran approached the subject from the point of view of a firm which has in the last few months found a rapidly growing market for dollar non-fiction, and when Nelson Doubleday, president of the house, interviewed the press at four o'clock Thursday the 22nd he painted the picture of the vast reading public that was ready to triple the sales of the fiction when it could be put out new at a dollar. A list of some books was given to the press, with publication beginning June 20th, 20 titles before July, including the new titles of the Crime Club and general fiction headed by H. G. Wells' "The Autocracy of Mr. Parham" followed by such popular authors as P. G. Wodehouse, Grace S. Richmond, Margaret Pedler, J. S. Fletcher and Harold McGrath. In regard to other books, the general announcement was made that long novels, history, biography, works of science and books of exploration will be issued in the same format as in the past but at somewhat lower price levels. Mr. Doubleday sees in this new effort an opportunity to increase the number of people who constantly buy new books, to use the drug store outlet more widely, to reach out to some of the magazine buying public and to pick up sales from those trained to reading habits by the rental libraries.

With all these announcements in hand, the first reaction of the press was that the bottom had tumbled out of the book market, and other publishers, realizing that they had to meet the condition developed from this publicity, met in conference and in the name of ten houses announced that they saw no betterment in book distribution by a change of the present plan of publishing.

Publishers' Joint Statement

"On examination, the published statements regarding reduced prices of books are not nearly as significant as the head lines might lead the public to expect. The plan on which the statements are based, when analyzed and reduced to actuality, is economically unsound. The implication that the publisher has been making an undue profit is without basis. As a matter of fact, book publishing is notoriously a 'low profit' business. Any banker or auditor familiar with the conditions of book publishing will corroborate this.

"It is our belief that the present method of original publication followed, after a reasonable time, by reprint publication at prices lower in many instances than that now proposed, is vastly more to the advantage of author, bookseller, publisher and the public. We feel that any radical departure from the present publishing custom will prove injurious to the interests of all concerned, and it is the intention of the houses signing this statement to avoid fundamental changes in their present methods of publishing."

Harcourt Brace & Company, Harper & Brothers, Charles Scribner's Sons, Dodd, Mead & Company, The Macmillan Company, G. P. Putnam's Sons, Alfred A. Knopf, Inc., E. P. Dutton & Company, Inc., Frederick A. Stokes & Co., The Cosmopolitan Book Corporation.

In addition, Houghton Miffiin Company, Little Brown & Company and Appleton have also declared that they will make no change in their present price structure.

The Censorship Forum

Harry Hansen, Chairman

I

Morris L. Ernst
Attorney, Author of "Censored"

THIS nation of ours was founded on the concept of freedom of censorship. It wasn't until about 1870 that we deserted our old and famous tradition of freedom, and a group of new radicals arose headed by Anthony Comstock, radicals in the sense that they were overturning the concept of American liberty and freedom. As far back as 1835 in the United States Senate there was a memorable debate at a time when the abolition of slavery literature was being poured into the South from the northern states, and Clay and Calhoun and Webster in the United States Senate declared on the floor that the Federal Government should never have anything to say about censorship of the mails, and the attempt of the censors to prevent the dissemination of abolitionist literature was defeated.

But in time the censors on the sex problem went to Washington and made us desert our old standards of liberty. Now it seems to me that the issue is of growing importance because the Vice Societies of the country one and all have declared themselves in favor of pre-censorship of magazines. We have a clear issue, because it is perfectly obvious that if you once allow the censors to enunciate the principle of pre-censorship of magazines, the next step will be the newspapers, and the next step will be the books.

The situation is humorous in detail for this reason, that the standard as viewed by the vice hunters depends on latitude and longitude. In the good old Commonwealth of Massachusetts 200 books were put on the black list, and all of them were allowed free circulation at the other end of the Boston Post Road in New York City. "An American Tragedy" is condemned in Boston, and across the river in Cambridge is compulsory reading at the leading university of the land. In New York City "The Well of Loneliness" is attacked, and in Boston it goes free.

The best test I know of is what is in good taste or in poor taste in relation to the convention of the people of the day, whether or not the work in question has been accepted by the reputable agencies of the land. For example, when the censors endeavored to suppress the pamphlet of Mary Ware Dennett, the crucial test was, it always seems to me, whether Y.M.C.A.'s and the Union Theological Seminary and the book dealers of the land and the churches are out of step with the trend of the day, or whether the Vice Societies are out of step with the desires and the conventions of the people.

Law at best is merely an attempt to interpret the desires of the people, and whenever the court or the legislatures lay down any law or mandate that is not in keeping essentially with the desires of the people of the land, nullification must result as it always has throughout history. The courts of this state have seen that essential principle of jurisprudence and have declared in the case of "Jurgen" and "Mademoiselle de Maupin," and in the recent case of "Pay Day" that these were accepted by the community even though the corrupting by vice hunters was legal in this community.

You and I may well agree that all or part of those books are not in the best of taste, but obviously, it is no function of the government officials, of post office officials and beaurocrats to endeavor to censor for the population everything that the censor thinks is in poor taste, because above all else, taste itself changes.

The matter of changing tastes is no concern of the law itself. For my part, I believe that the laws on the question of obscenity are an insult to the American population.

II

Mary Ware Dennett

author of "The Sex Side of Life" and "Who's Obscene"

OBSCENITY is bad; censorship is bad—too, bad in the sense that however well meant it may be it is inefficient, and inefficiency is a modern sin.

What is to be done about it? There are two choices of procedure. One is to continue to tinker with the various laws, boards, committees and whatnot which try to clamp down the lid on evidence of indecency in the hope that by perfecting the construction of the lid, some sort of alteration of censorship powers or improvement in the standardization of censorship may presently result in creating a pure-minded public! It is a forlorn hope. The other procedure is to discard the censorship mechanisms altogether and to turn to the only known efficient substitute, education and re-education of human emotion. That may sound widely Utopian, but it is actually, I believe, not only the most efficient way to meet the indecency problem, but the speediest way.

The longest way around is not always the shortest way home. Censorship is certainly a long way around, and we are nowhere near home yet. The conviction that education is a more sound and sure reliance than suppressive law and censorship officials is based upon the fact that obscenity is in people's minds and feelings, not in words or actions. Our own wholesomeness and understanding constitute our immunity.

Likewise, we observe that the various vice-hunting officials can read smut day in and day out for a lifetime and are not hurt by it—at least, they claim that! They insist that it is others who are in danger, young people in particular. All the words and actions that are called obscene are ineffective unless they already exist as an obscene feeling in the consciousness. It is that feeling that does the damage, not hearing or seeing the things that are called obscene. The way we feel about things is not a matter that laws or censors can affect, but it is a matter which education can affect. Our feelings can be both created and altered. Nasty notions have been bred in us for generations, particularly if we are Anglo-Saxons. They are deep-rooted in our feelings when we are but toddling children; youngsters that are reared on the "hush plan" have these feelings deeply implanted. But they can be outgrown, and bred out of us.



Mary Ware Dennett

The censorship plan is like forever depending upon disinfectants; the education plan is a fresh air method. Censorship is like wearing gray clothes because they don't show the dirt. The dirt is there just the same. The education idea is to prevent the production of dirt and to prevent its sticking to us if we meet it.

Thoughtful people want something sensible done. Very well, then. If we know that clamping down the lid is futile business, why not ask for and work for what we really want, that is, to put all the lids in the trash barrel and give what has been under the lid a good sunning and airing and see to it that every one possible is spared from acquiring the dirty feelings that are the foundation of indency.

III

John S. Sumner

Secretary of the New York Society for the Suppression of Vice

I AM not here to speak on the censorship of books because there is no censorship of books.

Neither in the State of New York nor in the United States is there any censorship of books. True, it is a criminal offense to disseminate books of a certain character which in the law are described as obscene, and the publisher or seller may be prosecuted, convicted, or punished. But that is not censorship. That law is exactly analogous to the law against criminal libel. But there are a large number of people who would like very much to see the laws against obscene publications repealed, or such laws go unenforced, and it is from that quarter that this false cry of censorship comes with a view to casting obloquy upon a law which has stood the test of time.

Now, prosecutions under this law are extremely simple. There are only two questions involved. In the first place, did the defendant in some manner disseminate or assist in disseminating the alleged obscene publication? That is proved by the facts of a transaction. The second question is, is the book obscene? That is a matter to be decided by the trial court, three judges or a jury of your own peers based on common knowledge.

No one objects to the existence of these laws, very few object to their enforcement until such enforcement happens to endanger something in which some one is particularly interested. Then there is a great outcry. As the result of a complaint, we make with the authorization of a magistrate and institute a proceeding against a book publisher; if he has a following, which is the usual case, we are criticized for daring to prosecute the publisher of a book bound in cloth, published in the neighborhood of Fifth Avenue, retailing for about $2.50. We proceed against a bookseller, and we are criticized for prosecuting the bookseller instead of the publisher, although the probabilities are, the book is published anonymously. Action is taken against a newsdealer for distributing some anonymous or foreign magazine, and the cry is raised—why pick on the little fellow?

As long as the law condemns obscene books, we as an agency intend to assist in enforcing the law, and will not hesitate to take action where we believe, and the advisory official believes, that the law is being violated.

You remember that a bill was introduced in the Legislature at Albany this year drafted by Mr. Ernst and based on a wholly false representation which was repeated by ignorant newspaper writers, that only the poor impecunious bookseller was prosecuted. The bill failed miserably, as it should have failed. Its purpose was to relieve from prosecution any seller of a book, no matter how notoriously obscene, provided the seller would become an informer against the source of supply within the jurisdiction of the New York court. Would it not be the part of ordinary common sense for reputable booksellers—this applies to New York—to refrain from supporting such idiotic legislation and thus becoming catspaws for the second story bookseller?

There is a growing public sentiment against all this commercialized obscenity in books, magazines, on the stage and on the screen. The curse of the times is an overabundance of publishers and near-publishers, just as there are too many theaters. As a consequence, any tramp can find an outlet in print for his trampish writings, any hobo temporarily sober can find a publisher to place on the market with great éclat an epic of Hobodom, provided there is sufficient of the hobo atmosphere, to wit, lechery, blasphemy, profanity, and filth.

Now, we have heard about education; we have heard a very serious history of the matter of censorship which doesn't apply to the present time. But you never saw education succeed yet that did not go hand in hand with the police power, because while you were trying to educate, the miscreant on the side is trying to undo your education. Therefore, the two have to go hand in hand, the police power and the education.

IV

H. V. Kaltenborn

author of "We Look at The World"

THERE are three kinds of censors that affect the public, those who deal with religion, with politics, and with sex.

The censors have two functions with respect to booksellers. In the first place, they assure large popularity for some worth-while books which they try to suppress; for instance, Walt Whitman, Cabell, to say nothing of Mary Ware Dennett, have a much wider audience because censorious intervention has made it possible to attach the word "Unexpurgated" to their literary product. Throughout the ages censor publicity has done much more than paid publicity to promote the sale of good books. George Bernard Shaw's enduring popularity in this country really began after Anthony Comstock referred to him as "that Irish smut hound!"

It is painfully apparent to me that we are succeeding pre-war Germany as the land ruled by the ferrulous "verboten." We delight in imposing new restrictions. Everything is being regulated. The police supervise the speeches we make, the books we may read, the bathing suits we may wear, and the beverages we may drink. Yesterday they began arresting us here in New York for walking across the street when there is a red light at the corner. What next?

In Boston, for example, it is far easier to bootleg liquor than to bootleg books. It is at once more comfortable and more profitable to run a speakeasy there than to run a bookstore.

What makes it difficult for booksellers to keep up with the public taste is that conventions change. Decency is, after all, a matter of convention in exactly the same way as the length of women's skirts.

Those of us who oppose going to extremes in the matter of censorship have the comfort of knowing that throughout time most censorship has been totally ineffective. It succeeds for brief periods in restricted places, but ultimately good sense breaks through. Censors inevitably abuse their authority. They bring about their own undoing in the same way as autocrats. There is something unusual about a man who can take keen satisfaction in reading smutty books in order to prevent others from reading them. As we study historic characters who have played a prominent rôle in censorship we find that many of them are by nature meddlers, sneaks, prigs, hypocrites, or otherwise abnormal. They delight in publicity, for that is the way in which they secure both funds and public attention. They may do excellent work in suppressing and punishing professional smut purveyors, but they soon lose either the capacity or the desire to distinguish between dominant pornography and incidental realism.

My first plea to the censors on behalf of the public is for a distinction between writers of established reputation and book writing mud larks. Well-known writers of high rank have earned the right to be exempt from the petty police persecutions of the censor. When meddlesome censors interfere with such writers their primary motive is personal publicity, and not the public weal.

Those who pay the salaries of our self created censors should confine them to the field where they can be of real help to society. Unfortunately, the confiscation of dirty picture postals and smut books doesn't make them nearly so self important or conspicuous as an attack upon an outstanding literary figure. The sad thing is that many writers are so sensitive and so apprenhensive of interference that their inhibitions mar their literary product.

Let us learn to establish common sense distinctions and limitations. What a monstrous thing it is that our courts of law should establish the dictum declared by Judge Hayes of Boston in April, 1929, in the case of Dreiser's "American Tragedy," that the theme of the book is immaterial, any lesson intended by the book is immaterial—no matter what the tone of the book as a whole may be, it is immaterial.

It is decisions like these that produce reactions to the opposite extreme.

General Trade Forum

President Brentano, Chairman

THE meeting was called to order and the chairman asked Miss Burt, of Scrantom's, in Rochester, to talk to the group on "Religious Books." She told of the change that had come over the religious book department of their store within her memory. There had been a time when the department was a rendezvous for ministers and all people active in the churches. These people became familiar with the books and would talk about and recommend them to the members of the congregation. This condition has vanished, in Miss Burt's opinion, for two reasons: first, the attempt on the part of customers to get discounts which the bookseller cannot possibly give. Second, publishers are furnishing books to the religious book clubs at a greater discount than they give the stores which permits the clubs to advertise, thus diverting the customer from the bookstore. It is impossible to sell books without a steady clientele to which the new books can be presented. Another striking change in their store has been the great decrease in the sale of Bibles. To counter this decreasing business they have developed Sunday school supplies, books on religious education and supplies for vacation church schools. She feels that if bookstores are to be able to continue their religious book departments, publishers must give bookstores the same discounts that clubs receive and that publishers and booksellers must cooperate in advertising that will again direct the customer to the store where he can become familiar with all the new books of merit as they appear.

President Brentano asked George W. Jacobs, of Philadelphia, to tell the group of his success with the new prayer book and hymn book. Jacobs said that he could add little but that the two books had been life savers in their religious department. C. C. Shoemaker, of the Penn Publishing Co., called attention to the opportunities of supplying material for Sunday evening services which are coming more and more to use pure entertainment.

Frederic G. Melcher, of the *Publishers' Weekly,* presented three trade problems which a bookseller had told him she regarded as the most debatable questions facing the trade at the moment: First, there are too many books being published; second, the problem of remainders is again presenting itself; and third, the release date of reprints, which is a problem for both the publisher and bookseller.

Eugene Herr, of Lancaster, Pennsylvania, said that it is almost impossible to get any group or class of people to browse in the bookstore, because other agencies are getting books to them. This costs the bookseller the contacts which he cannot regain by any method within his personal or financial power. The booktrade is, today, faced with exactly the same conditions which almost broke it down thirty years ago. Books are being used as the football in the biggest battle of a half-century between department stores, chains and other outlets for the public's business. He feels that there is a tendency to build up a fictitious price on books that enables the club to strike a comparison by telling the public that it can buy, through it, $60 worth of books for



Mr. and Mrs. George W. Jacobs of Philadelphia and John A. Holden of New York at Curtiss Field



In the foreground from left to right are John G. Kidd, of Cincinnati, Louis A. Keating of Syracuse and Theodore Schulte of New York, newly elected member to the Honorary Fellowship of Booksellers

$21. The price of a book can be set at $5.00 and in ten or twelve months it will be sold as a bargain marked from the original $5.00 to $1.00. This sets up a false standard that is shattering the confidence of the public and cheapening the whole idea of books. The net price system has been forgotten. There is a necessity, if it is possible, to study some method of controlling book prices in this country. In other lines there are vertical agreements for price control, and this is a tremendous problem for a joint committee of booksellers and publishers. The Association should get back again to fundamental problems that face the trade.

George Stevens, vice-president of the W. W. Norton Co., explained the reasons for their recent announcement that no more of their non-fiction titles will be released for dollar reprints. They have found that titles which have been in print for from two to six years are selling better today than they did a year ago. In spite of this, reports come from the trade that the only non-fiction which will sell in quantity is the dollar reprint. This is leading to an undue emphasis on the reprint, and neglect of the new book. Only books which have succeeded in the original edition are reprinted, and if the reprint wipes out the new book, a vicious circle is set up which will stop the whole process. It is also leading the public to buy from price rather than content of the book. Books are thrown into artificial competition with themselves. For example, a book on astronomy, copyrighted in 1901, stands beside the latest work on the subject, the first at $1.00 and the second at $3.00. They look the same to the customer who does not look at the copyright page, but the real difference which is not called to his attention is that there have been many discoveries in astronomy since 1901. If the old book were not present to compete in price with the new, a hampering in influence would be eliminated. The bookseller cannot use the bargain idea to compete with the cigar stores and chains; his overhead is too great.

Simon L. Nye, of Kann's, in Washington, said that speaking from the angle of the bookstore in the department store, he felt that the reprint presented a menace. They have had splendid sales of dollar books, but the real question is the ultimate effect on the business. So many customers wait for the reprint, that the original edition fails; the reprint never appears.

Warren R. Ross said that the dollar reprint had been a godsend to them in Brooklyn because people feel that the difference between $1.00 and the $.88 price of the cut-rate stores in New York is not great enough to bother with, while in the case of the $5.00 book that is sold for $3.11 the difference is sufficient to bring the customer to the cut-rate store. For several years their business has been turning from books to stationery, month by month their book business has been slip-



Alice Stockell of Nashville, Tenn.



L. V. Harvey of Harrisburg, Pa.

ping away and the other line has been picking up with a result that the total business is better in spite of the fact that the book business is much worse.

A. B. Carhart, of Rodgers Book Store, in Brooklyn, asked the meeting to consider the merchandising methods of drug and cigar stores which present remainders as bargains at cut prices. Not only are publishers dumping their remainders in this manner, but there are instances where new books have been issued to these temporary outlets on a consignment and returnable basis. Publishers have not found a better distributing system than the retail bookstore, and until they do, those publishers who encourage practices that will drive the established bookseller out of business, are riding to a fall.

L. B. Traver, of Trenton, New Jersey, suggested that the remainder problem is probably, in part at least, the fault of the bookseller who has not taken the trouble to educate the public so that they understand what remainders are. In England, every store has its plainly marked remainder counter, with the result that the English public knows exactly what they are. Any bookstore could handle remainders on a consiginment basis, and if they did, a lot of this vicious competition would be eliminated. Secretary Meyers asked if it would be possible for a joint board of publishers and booksellers to study the remainders and the possibility of handling them in bookstores under the English system.

Frank Magel, of the Syndicate Trading Company, said that he felt that remainder sales through the drug and cigar stores are dangerous to the trade because the public has no basis for comparison in these stores. If remainders are sold in bookstores with other books at regular prices the public knows that the cut prices result from some good reason, but in the chain store outlets the remainders, marked to appear as bargains, predominate and give the impression that all books are being sold at reduced prices. Remainders have their purpose. There is a large public for books on any special subject at $1.00 that does not exist at $3.00 or $5.00.

Marion E. Dodd, of the Hampshire Bookshop, Northampton, called attention to the danger of remainders by mail to the small city bookshop which is trying to cooperate with publishers in carrying their high priced lists. The tempting lists that are mailed to her customers constitute as great a danger as the cut prices in chain stores. She also wished to go on record as a bookseller who welcomes the dollar book.

Stanley G. Remington suggested that before the publisher is too thoroughly condemned, he should present his side of the problem.

Richard L. Simon, of Simon & Schuster, responded that he could not see how the dollar book would harm the bookseller. He cited "The Story of Philosophy" which has sold twenty times the number this year at $1.00 than were sold last year at $5.00. The bookseller's volume is greatly increased. Secretary Meyers asked Mr. Simon for his opinion on setting an arbitrary date for remaindering. He replied that it was an economic problem which cared for itself; when sales reach such a level that the reprint will bring greater returns than the original edition, the change is made.

Secretary Meyers asked for opinions of the general trade forum, and whether or not it was the wish that it be used again next year. Mr. Saltmarsh replied that he felt that it is difficult to get frank, open expression in a meeting as large as the forum, and that it was his opinion that the speakers who were going to address the small group sessions would be more effective before the entire Convention at the forum.

Frederic Melcher, chairman of the committee on the White House Library, reported the success of the enterprise, and commentented on the interest which the public is showing in the list of titles.

Group Meetings

I

Large City Group

Cedric R. Crowell, Chairman

THE meeting of the Large City Bookstore group was held Wednesday morning with John Kidd of Stewart, Kidd acting as chairman in the absence of Cedric Crowell, Doubleday Bookshops, Inc.

The discussion started with the question of competitive methods to protect stores against price-cutting. Mr. Kidd emphasized the difficulty of maintaining any competitive selling against persistent price-cutting every day in the week. Harry Korner stated that quite a little moral persuasion with publishers would help. Mr. Shoemaker of Penn Publishing Co., decried the emphasis on price-cutting. The less said or emphasized the better. Mr. Carhart of Rodgers Book Store pointed out the value of selling the stores better service, better merchandise and better selection as against the sheer offers of price-cut merchandise which is, after all, old shopworn or inferior.

It was also pointed out that smaller shops had more to contend with in price-cutting because as small buyers the discount to them was less and they were often hurt worse by this price-cutting than shops with more margin to work on.



Miss Merrill of the Stewart, Kidd Co., on the roof of the Hotel Pennsylvania

Mr. Jacobs of George W. Jacobs & Co., brought up the point that publishers and their representatives felt outlawed in appearing and speaking at meetings. He urged the value of their contributions in attendance and argument. Mr. Kidd spoke his assurance that publishers were always welcome and wanted.



Clarence Walcott of Skaneateles, one of the founders of the A. B. A. and its second president.

Howard Jacobs urged the consideration of the contract as between publisher and seller to the end that the resale price should be maintained. Mr. Baker of Merriam & Co., spoke about the problem of maintaining dictionary prices with retailers and agencies.

The question of making sales during slump periods was discussed. The general idea prevailed that persistent and consistent selling effort and the featuring of attractive "buys" were the chief means to get sales in slump times.

Are branch stores productive and profitable? How can stock items be stimulated to take the style element out of buying and selling? These subjects were discussed.

Howard Jacobs discussed at some length the selling of $1.00 books.

Publishers' advertising was generally discussed with the agreement that while some was little used, special "quote" cards and small cards that gave review opinions on books were productive of sales.

II

Small City Group

Robert C. Saltmarsh, Chairman

RUTH LEIGH set the keynote for discussion in this group in a general talk on "Book Merchandising." Describing the Bookselling Institutes which she has been conducting in New England cities, under the auspices of the National Association of Book Publishers, Miss Leigh sketched the state of business in this modern era, emphasizing the extremely close bidding for the consumer's dollar which is constantly being carried on by such efficient and high-powered organizations as the chain stores. Booksellers, she declared cannot afford to sit back, but to be in the swim, to corner their share in the bidding, must adopt merchandising methods similar to those current ones so successfully in operation. Booksellers must compete with chain stores by adopting chain store methods. (See article on "Bookselling and Chain Store Merchandising Methods" in *Publishers' Weekly* of May 17). Booksellers must accept the fact of books being sold from agencies other than bookstores. The competition with chain stores lies not in what they sell but how they sell it.



S. Butterfield of the Smith & Butterfield Co., Evansville, Ind.

Miss Leigh stressed the popular priced items as the most important bait with which to draw more people into bookstores, to increase the volume of business. She cited dollar books as the most effective bait in the history of bookselling. While encouraging the personal quality which particularly characterizes bookselling, Miss Leigh pointed out that personal service does not make in itself for volume, and volume is the keynote of modern merchandising, the basis of the approach to modern production and selling.

L. A. Keating of the W. Y. Foote Co., said in discussion that the bulk of dollar book buyers are also regular book buyers and will buy what they want when they happen to see it,—a fact which made it almost impossible for the bookstore to compete with chain stores, because of the infinitely more advantageous locations enjoyed by these stores. Mr. Keating declared that the trouble lay more than anywhere else with the publishers, who do not protect and nurture the logical and legitimate outlet for books, to wit, the bookstores. He felt that a closer unity should exist in the trade itself, that publishers should be made to realize the "family" quality of the trade.

Miss Leigh said that instead of worrying about publishers selling to chain stores the bookseller must realize that mass production and all it entails had entered the publishing business as well as all other business. Publishers are producing masses of books to meet a mass demand. If booksellers cannot meet the distributing load of this demanded production they must recognize the inevitability of other outlets. At one end of this modern pipe-line of production and merchandising is the publisher: at the other end the bookseller who must adjust himself, his methods, to the activity of the source.

Acknowledging the change in modern merchandising, due to the change in conventions and tastes, John Reed of Grosset & Dunlap, spoke for moderation in these changes when put into operation in bookselling. Eugene Herr of Lancaster, Pa., was of the opinion that business was going through an era which always follows an economic upheaval caused by a war. He saw in the promotion of dollar books the

first step in a descent from the high prices of after-war years. He believed that the virtue of chain stores lay in their ability to buy. In this buying power the chain store system was far superior to the book business, he felt. He saw the only hope for independent retailers of the present day in a strong cooperative effort in community selection and community buying.

Ellis Meyers described the mechanics of the clearing house operated by the Association and answered questions thereon. The group was addressed by Mrs. May Lamberton Becker, editor of the Reader's Guide department of the *Saturday Review of Literature,* on "Talking Points on Important New Books." Mrs. Becker with wit and acumen emphasized the importance of recommending books which have a strong *raison d'être,* which are characterized by some authentic and honest sincerity of purpose, and accomplishment of it.

III

Department Store Group

Frank Magel, Chairman

THE first speaker, H. C. Annable, vice-president of the Syndicate Trading Co., addressed the group on "Books as Merchandise," stressing the point that while books are generally looked upon by the manager of the book department as presenting unique problems, fundamentally the selling of books and the control of stock in the book department is subject to the same economy that applies to any other department. The book department has its basic stock and rapid turnover items as do the silk underwear or hosiery departments. The store manager rightly views the publisher as a manufacturer and books as his product. Walter Everett, of the R. H. White Co., in Boston, told of his very satisfactory experience in developing the stamp section of their book department. The large supply houses are most willing to cooperate in the original promotion campaign with displays and feature releases. They have increased their business in stamps from about $100 per month to about $700. The section takes small space, sells collectors' manuals, travel books and globes and brings customers to the department. Benedict Freud, of Gimbel's in Philadelphia, offered the group an explanation of his most successful card system for checking stock. Every book in the department is registered on a card which indicates length of time in stock, rate of sale, and is a permanent record of the number of copies sold. All reordering is done from the cards, and if the sale of a title falls below the level for its class, it is automatically dropped. Operation of the system requires one half of the time of one clerk and has enabled his department to cut its stock to one half its old volume without injuring their service. Magel pointed out here that such a control leaves a stock margin that will permit the buying of best selling titles of the moment for rapid turnover and adequate service. Lou Miller, of Garden City, gave his view of their coupon advertising. He said that the bookseller benefits directly, in that a part of the sales go to the bookstore and that every time a first sale is made by mail a new book buyer is created who will eventually go to the store. He is considering a plan to place their list of 100,000 mail-order buyers at the disposal of the booksellers. Coupon ads are sound because they give the publisher a larger profit which he immediately turns back into advertising, thus increasing the total of book advertising. Magel asked for a discussion of remainders, and told of his experience in England where the public understands plug sales because the bookstores handle them as exactly what they are. It would be impossible in England to hoodwink the buyer, as is being done in America by drug and cigar stores, into thinking that he is getting a remarkable bargain when he sees a book marked from $3.50 to $1.19. Freud asked the group for objections to handling remainders in the bookstore, but got no reply. He feels that the two classes of business are not competitive. Miss Bernstein, of Elder & Johnson, in Dayton,

expressed the opinion that the bookstore was unnecessarily losing this business. Miss Bernstein also said that club influence is rapidly vanishing. One year ago she could sell any book by recommending it as a book club selection, but that today such a thing is never thought of. The meeting was closed with short discussions of approval business by mail, building of customer lists and rental libraries.

IV

Religious Book Group

Harry F. Keiser, Chairman

IN the absence of the President and the Vice President, Mr. George W. Brazer of the Presbyterian Bookstore in New York City was called upon to preside. Two papers were presented to the group both upon the same general subject "Promoting a Wider Interest in Religious Books." F. E. Pinkham of the retail store of the Fleming H. Revell Company spoke from the view-point of a retailer. In a store which is below the beaten path of the retail trade Mr. Pinkham explained the ways and methods of their store business which is bringing them very good success. The arrangement of stock, the classification of books according to subject, the alertness on the part of the clerks, the knowledge of the stock which is on hand, all enter into making a successful retail store. Mr. Pinkham emphasized that ten months in each year a remainder table was in operation where every few days books that had been on the shelves for several years were added to this table. It has proved to be one of the best ways to keep stock fresh and clean and to sell quickly those items that have lost their original sale.

Charles W. Ferguson, editor of the R. R. Smith Co., Inc., spoke from the publisher's standpoint. In a very enlightening way Mr. Ferguson explained the method whereby they sought authors and subjects of Religious Books that would be of interest to this particular field. He spoke on the outlook for a larger sale of Religious Books open for other than religious workers by religious bookstores.

Mary Burt of Scrantom's, Inc., Rochester, N. Y., represented the Religious Book Section in an address before the general convention on Tuesday morning.

After lunch many of the Religious Book Group paid a visit to the Baker & Taylor Company where Mr. Hood and Mr. Reedy conducted the party through this interesting organization.

The afternoon session reconvened with Mr. Brazer in the chair and the following general discussion was the program:

1. Conferences and Conventions.
   Are Conferences and Conventions profitable? If not, how may they be made profitable?
2. Visits of Authors.
   Do you make any special effort to sell the books of an author who may be visiting your city to address some group? Is such special effort worthwhile?
3. Mail Promotion.
   Can Religious books be sold at a profit by mail promotion?
4. Advertising.
   What forms of advertising both retail and by publishers bring the best returns?
5. "On approval" Sales.
   Are sales on approval desirable and profitable?
6. Exchange Accounts.
   Is it advisable to exchange stock with other retail dealers?

The following officers were elected:

President: W. H. Davies—Association Press, New York.

Vice President: Miss Mary J. Burt, Scrantom's, Inc., Rochester, N. Y.

Treasurer: Theodore E. Schulte, New York.

Secretary: H. V. Meyer—National Pub. Co., Phila., Pa.

Members of Executive Committee:

Joseph V. Pilkington—Cokesbury Press, Nashville, Tenn.

John J. Ritt—Methodist Book Concern, Detroit, Mich.

Executive Session



George W. Jacobs
of Philadelphia, elected president of the A.B.A. for the ensuing year

THE annual business meeting of the Association was called to order on Thursday morning by President Arthur Brentano, Jr., for the purpose of passing resolutions, electing officers and the important matter of refinancing the Association. In the newly arranged plan of membership, only those who are booksellers have actual vote.

Association Meets Its Indebtedness

As outlined in the report of the Board of Trade, the Association found itself heavily in debt owing to varying causes. This has been thoroughly analyzed by W. C. Heaton, auditor, who has worked out with a committee which included Frank Magel and Ellis Meyers a program of refinancing by subscriptions from the members in the form of debenture bonds.

Mr. Heaton remarked on the general situation as follows: "It is often difficult to present figures in an interesting way and in a way that carries a message. In this particular case I think that difficulty does not exist, because the situation is so simple—I mean simple in its outlines, and I believe the problem presented is also simple in its solution.

Your organization has been in existence a number of years. I am told that it has functioned successfully in that it has aided the booksellers in carrying on their business and accomplishing that for which primarily they exist, that is, the making of profits. With that as a premise, the conclusion is fair that the continued existence and the larger functioning of the Association is desirable.

Now, it happens that year before last the organization attempted a piece of business that did not prove profitable, in fact, quite a number of thousands of dollars were lost. Mistakes are common; they are experienced by all of us. If the mistake is too serious it means the end of the career of the enterprise making the mistake. If the mistake is subject to remedy, as in this case I believe it is, the rational question is, what is the remedy? You have some several hundreds of members. You have an indebtedness, or rather, a deficit that approaches $10,000. In my judgment, that is not a large amount for an organization as virile as your organization is, and as large as your organization is.

How shall it be met? We have but to call upon the experience of business enterprises and trade associations everywhere to find the way to meet it without causing difficulty or depending upon the gratuities. The organization can meet this problem without a feeling of hardship from any single individual. It is a perfectly proper thing that this deficit should be made up from future successes of the Association, and I believe that is possible. Then instead of asking contributions, the organization asks loans.

Now, the debenture bonds that are proposed are nothing more than notes or loans. Instead of being short term, they are long term. Instead of bearing a maxi-

mum amount of interest, they bear a modest amount of interest.

The word "debenture," by the way, is taken from an old Greek word which means "I owe," and as a description of a bond it means that there is no security back of the bond except the credit of the organization which issues the bond. No property is pledged for the redemption of the bond. And yet, a bond is different from a note in two ways. First, legally, it is a sealed instrument, and secondly, it carries with it a kind of obligation which the issuing organization and the officials who represent that organization do recognize as more fundamental even than another kind of debt, just as a note requires attention somewhat different from an open account, so does the bond require attention different from a note; although it is but a form of note.

As I understand it, you wished me to come here this morning merely to say that, because of the intimate knowledge which I have of the affairs of the Association arising from having audited the accounts for the past two years, in my opinion, the solution proposed, that is, of issuing these bonds to make up the deficit and at the same time supply working capital, is a reasonable solution, and that with the continued activity of the Association it is quite a proper thing to do.

I cannot believe that in these days when trade associations are essential for assisting individuals in a particular trade, that it is possible that this Association should go out of existence. I cannot believe that it is possible to continue its existence unless you meet fairly and squarely the fact that exists now. I don't believe the facts are hard to meet. I do believe that the method suggested is a reasonable one, both in its nature and its possibility of accomplishment."

Cedric Crowell was called on by the President to outline the plan, which he did in detail. The largest loss had come from the BookSelection plan of two years ago, when, after selling overstock to as large an extent as possible, there was about $6000 owing to the Macmillan Company for books. This deficit was increased by $1339 loss on the Clearing House and $2007 deficit on the original expense for the year. Besides this, it owed a printing bill of $700 and a smaller amount for work in the Treasurer's office, and the balance due for handling the advertising campaign in Cleveland and Pittsburgh last year. It was estimated that the sum of $17,500 would be sufficient to cover these items besides current bills payable, and leave a sufficient amount to get the work of the Association under way. The appeal for support brought a quick response from the members present and subscriptions varying from $25 to $500 were made. One subscription started another, members increased their subscriptions, publishers who happened to have representatives there got this idea and the importance of this issue, and subscribed in varying amounts. One bookseller had sent $100 to be used as cash for the Association expenses, and twelve others immediately subscribed $100 each for this same purpose. As only part of the membership could be represented, H. R. Burgess undertook the canvass for Boston to raise $500, George W. Jacobs promised to do the same in Philadelphia, and Fred H. Tracht for Chicago. In the course of an hour, the entire sum was practically assured and the Convention could proceed to the election of officers with a feeling that the new officers could enter into their responsibilities with the assurance of indebtedness covered and a margin for growth.

Honorary Fellowship

The Committee on the Honorary Fellowship made the report for its tenth year through its chairman, Frederic Melcher. During these ten years, five members had been elected in each of the first four years and three in each of the last six years, and the total is now 38. Over 200 people had cast their votes and the final elections included Frank Magel, Manager of the Book Department of the Syndicate Trading Company, New York and member of the Board of Trade of the American Booksellers' Association. Mr. Magel had his first training in an Indianapolis bookstore and a number of years ago came to New York to the Syndicate Trading Company to work under William Harris Arnold. He is the buyer for a number of book departments and has developed many new and successful methods of book merchan-

dising. In the last few years he has shown a great talent for the organization work of the American Booksellers' Association which has made him one of the strong figures in the A. B. A.

Isaac R. Webber, Vice-President of Lauriat's Bookstore, Boston, one of the three elected to the Honorary Fellowship this year, has been for over half a century in a place of conspicuous importance and influence in the book distribution of New England, for all that time located in the heart of retail Boston. A bookman with far-reaching knowledge of the profession, he is upright and vigorous in every business transaction, and is one who has trained many younger men to go out into bookselling for themselves.

Theodore E. Schulte of Schulte's Book Store, New York, elected to the Honorary Fellowship this year, is proprietor of one of the best known second-hand bookstores in New York City located in the famous old book center of lower Fourth Avenue. For a long period he has acted as treasurer of the New York Booksellers' League, and as a member of the Executive Committee has been one of the staunch workers for trade associations and trade betterment.

Resolutions Committee Report

Simon L. Nye, Chairman

I

RESOLVED, that we approve and endorse the Price Maintenance Bill, known as the Capper-Kelly Bill, H. R. 11, and urge all members to write to their Congressmen and Senators to vote in favor of it, emphasizing its importance to us.

II

RESOLVED, that the President is hereby authorized to appoint a standing committee on Trade Relations to meet with a similar committee of the National Association of Book Publishers' throughout the year to discuss trade problems and to report their findings from time to time to the Executive Committee.

III

RESOLVED, that we disapprove of advertisements offering to supply books at a general cut price or discount and protest especially against the acceptance of such advertising by literary and book-review periodicals or supplements as being against the best interests of the booktrade.

IV

RESOLVED, that book publishers who advertise special offers or introductory terms or coupon proposals of the type approved by the Booksellers should circularize the retail trade with full information of such offers and should authorize booksellers to receive orders on the same terms at a fair discount.

V

RESOLVED, that we disapprove of the sale of current books in drugstores, cigar stores, or other cut-price or temporary outlets as injurious to the trade, and protest against the encouragement of such enterprises by publishers who supply current books to them on protected or consigned basis.

VI

RESOLVED, that we disapprove of publishers disposing of books to be issued in reprint editions or to be sold as remainders while such titles are on sale in legitimate retail bookstores, or in any case within two years after publication date *unless* at least four months' notice of such intention has been given to the retail trade, or within such period as the joint committee may agree upon.

VII

RESOLVED, that we disapprove of the authorization or use of any current book as premium, either by its own title or a changed title, while the same book is offered for sale through the trade.

VIII

RESOLVED, that we disapprove of any advertising that emphasizes a comparison of prices below the selling prices in established bookstores.

IX

RESOLVED, that we disapprove of publishers' advertising, on book jackets or bands, or in periodicals or newspapers that certain titles are, or will, or have been, book club selections.

X

RESOLVED, that we disapprove of publishers soliciting direct orders or correspondence with book buyers by means of cards inserted in books or by announcements on book jackets.

XI

RESOLVED, that we believe that publishers' advertising should be especially directed toward sending book buyers to retail bookstores and toward building up legitimate distributors.

XIA

RESOLVED, that we recognize with appreciation the work sponsored by the National Association of Book Publishers for increasing the sale of books in bookstores and in constructive publicity for enlarging the book market.

XII

RESOLVED, that we approve of efforts to encourage general advertising and publicity for the benefit of all bookstores and we recognize with appreciation the cooperation *The Golden Book* and *Review of Reviews* have given us in this direction.

XIII

RESOLVED, that we approve and endorse a plan of uniform accounting and urge all members to adopt this in their bookkeeping.

XIV

RESOLVED, that the Booksellers approve the House Bill of Representative Collins providing for the purchase by the Nation of the famous Vollbehr Collection of early printed books including the Gutenberg Bible.

XIVA

RESOLVED, that the Booksellers record themselves as in favor of the full justice to the authors of other countries which would be provided by the entrance of the United States into the International Union for the protection of Literary and Artistic Property.

XV

RESOLVED, that we mark with sorrow the passing from among us of George Haven Putnam and Charles Scribner, notable among publishers, whose influence was always toward the best ideals.

XVI

RESOLVED, that we express our appreciaition of the sincere and efficient work of our Executive Secretary, Ellis W. Meyers, who has faithfully served the Association for the past five years.

XVII

RESOLVED, that we hereby express our appreciation of the unselfish and enthusiastic work of Frederic G. Melcher in carrying through to success the selection and presentation of the White House Library.

XVIII

RESOLVED, that we hereby express our thanks to Mrs. Mary Ware Dennett, Morris Ernst, Esq., John S. Sumner, H. V. Kaltenborn, and Harry Hansen, speakers at our Tuesday afternoon Censorship Forum.

XIX

RESOLVED, that we hereby express our appreciation and thanks to the Bobbs-Merill Co., and Erwin R. Franklyn, author of "Take Off," for the unusual and thrilling experiences of our members and guests at Curtiss Flying Field; and to Barse

and Co., Covici-Friede,Inc., Grosset & Dunlap, Thomas Nelson & Sons, Simon & Schuster, Inc., and Richard R. Smith, Inc., who have kindly donated souvenirs.

XX

RESOLVED, that we express our thanks to the management of the Hotel Pennsylvania for its hospitable welcome, efficient service and many courtesies.

XXI

RESOLVED, that Article IV, Section I of the Constitution, on Dues, be hereby amended to read as follows:

1. The annual membership dues shall be $10.00 for dealers or concerns doing a business less than $10,000 gross per year in books; and the annual membership dues shall be $15.00 for dealers or concerns doing a business from $10,000 to $15,000. gross per year in books.

XXII

RESOLVED, that Article IV of the Constitution, on Dues be hereby amended to insert the following:

3-a. The annual dues shall be $25.00 for the manager or buyer of a book department in a department store.

XXIII

RESOLVED, 1. WHEREAS the Association has been a corporation since 1926, and

WHEREAS the Executive Office has so developed its commercial activity and

WHEREAS it was originally intended when incorporating that the Board of Trade should act as Board of Directors of the corporation, be it therefore

RESOLVED, that in the future the Board of Trade shall be known as the Board of Directors, and shall have such powers as are usually given a Board of Directors, and be it

FURTHER RESOLVED, that the following elected officers of the Association, namely, the President, First Vice-President, Secretary, and Treasurer, with the elected Chairman of the Board of Directors and two members of the Board to be appointed annually by the President, shall serve as the Executive Committee of the Board of Directors and Financial Committee of the Association, and that on this committee shall be, without vote, the Executive Secretary, and that this committee shall be responsible to the Board of Directors and members of the Association for all financial transactions and the handling of the finances of the corporation.

THIS RESOLUTION is intended to amend and replace all other clauses of our constitution and by-laws (particularly sections VIII and XIII of the corporation by-laws) outlining the personnel and duties of the Executive Committee.

2. WHEREAS, certain constitutional amendments were adopted at the convention of the American Booksellers' Association held in the Hotel Statler, Boston in May, 1929; and

WHEREAS, through an oversight due notice was not sent to the membership in advance of that meeting; and

WHEREAS, the Association's position has improved through the adoption of said amendments,

BE IT RESOLVED, that this Convention herewith ratify the changes in the constitution adopted at the 29th Annual Convention.

XXIV

RESOLVED, that this Association hereby approves the plan for financing as outlined in the Board of Trade report and the Executive Committee is hereby authorized to raise the sum of $17,500 by the issuance of debenture bonds in the face value of $25.00 each as proposed by said plan or in substantial conformity therewith as circumstances may require.



Alice Steinlein of the Greenwood Bookshop, Wilmington, elected third Vice-President



Charles Jackson of Burrow Bros., Cleveland, elected second Vice-President

Election of Officers

John G. Kidd

Chairman of Nominating Committee

President.....GEORGE W. JACOBS, Philadelphia
First Vice-President.....PAUL ELDER, San Francisco
Second Vice-President.....CHARLES JACKSON, Cleveland
Third Vice-President.....ALICE STEINLEIN, Wilmington
Secretary.....EUGENE L. HERR, Lancaster, Pa.
Treasurer.....STANLEY G. REMINGTON, Baltimore

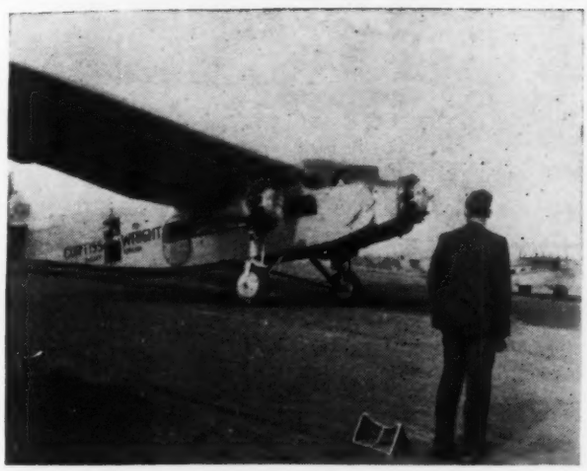
Members of the Board of Trade for three years:

LOUIS A. KEATING, Syracuse
LEWIS B. TRAVER, Trenton
FRANK L. MAGEL, New York
ARTHUR BRENTANO, JR., New York
A. B. CARHART, Brooklyn

Alternates

PAUL B. HARTENSTEIN, Philadelphia
CHRISTOPHER GRAUER, Buffalo
HARRY F. KEISER, Boston

The Better Things They Did



Two 18-passenger planes took the Convention crowd into the air, from Curtiss Field

AFTER all the very serious business of registering and listening to important reports had been attentively cared for, the Convention really began to be a Convention, at about eight on Monday evening in the glorious roof garden on the Hotel Pennsylvania. Some three hundred booksellers and their ladies, and booksellers and their gentlemen, dinner-danced until some hour, what ever it is, when New York really comes into its own, and then went lazily off to bed wondering just why Tuesday has to come so soon after Monday.

By three on Tuesday, a good day's work had been done, and everybody felt that his expense account had been justified, so off to play at Curtiss Field on Long Island, to be the guests of the Bobbs-Merrill Company and Irwin R. Franklyn, the flyer who has just published "Take-Off." There had been some speculation as to how air-minded booksellers had become, even to the point of wondering whether or not one plane would not be sufficient to carry everyone who would want to fly. The stampede for rides rapidly cleared that little doubt away, and two giant passenger planes zoomed into service. Over two-hundred went up to look down on Long Island, the harbor and Gotham. This was just a starter for the day's play; the busses then rolled off for Coney Island. Steeplechase and whatnot made the mere plane ride of early in the afternoon seem very gentle and only another way to travel. What Steeplechase can do to one was never meant to be told on a typewriter. Again, Wednesday was nipping at the heels with its schedule of round tables, and, after all, one had come to this Convention to discuss things and bookselling.

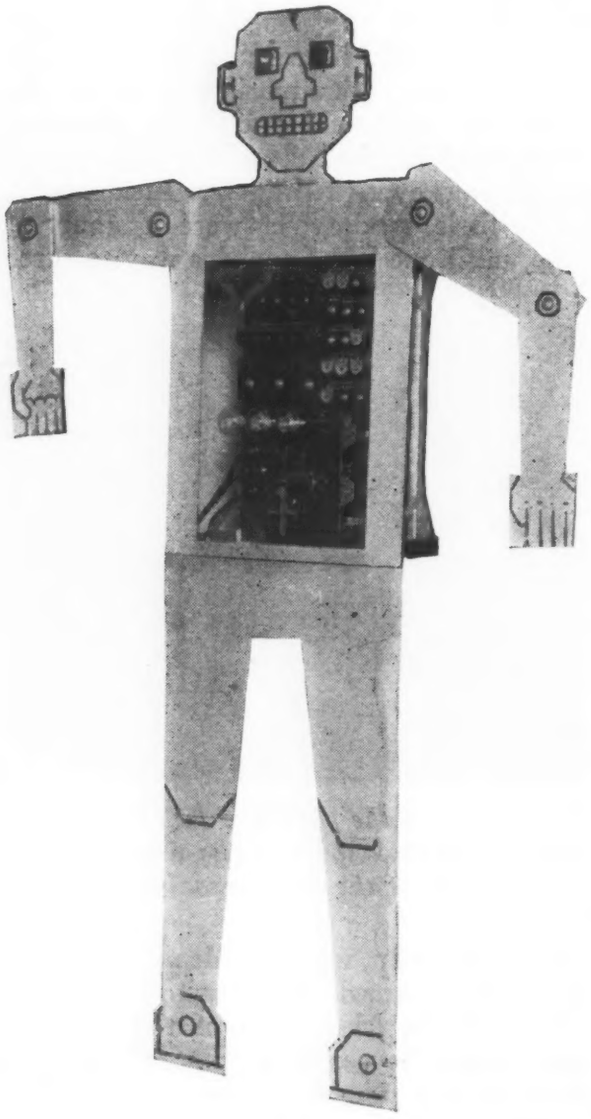
By the time anyone had started to think clearly again, the big night was on—the Bal du Livre, this time in the main ball room of the Pennsylvania. Costumes to represent book-characters had been the instruction from the dance committee, and one met favorite heroes and famous ladies at every turn. The music was grand, the night was right and publishers, always a considerate lot, had cozy little suites scattered about over the hostelry. Incidentally, these little rendezvous were a doubtful help, until one had found his way to three



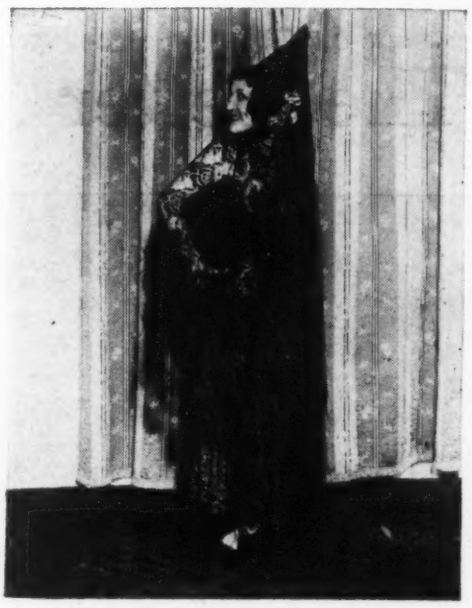
Piling aboard the plane are Jos. V. Pilkington of the Cokesbury Press and Cecil D. Jones of the same organization

or four of them, when, suddenly, the Pennsylvania assumed the proportions of a Hugh Ferris Metropolis of tomorrow or some other day, and the Statler system of lifts became downright impossible. Little matter, however, any corner will do in a whirl, and there were countless lackeys to guide the wandering bookseller to the big tent. By this time the show was in full

swing, and a little disturbing to those who had wandered too far. To find one's self unmistakably holding conversation with pleasant, soft voiced Catharine Barclay, knowing all the time that, standing in amused detachment somewhere near, was a certain well known Italian Lieutenant, made even the best of booksellers wonder just a bit if they had not been a little indiscreet in the pleasant early evening. Fu Manchu observed it all, and was gently punched in the ribs by Mr. Vance, the name is Philo. Donna Ysobet escaped from her "Holiday" long enough to add her air of romance and capture the costume prize for Mrs. Estelle Taylor, of Boston. This time, tomorrow was forgotten, and the dance went on until dawn.



Mr. Televox,
the machine man who addressed the Banquet on Thursday. Mr. Televox's favorite book is "Is Sex Necessary?"



Mrs. Estelle Taylor of Boston, in the costume with which she won first prize at the Bal du Livre on Wednesday, May 21. Mrs. Taylor is dressed to represent Donna Ysobet, a character out of "Spanish Holiday." Mrs. Taylor is the wife of S. W. H. Taylor of the Boston Transcript

Thursday, by dinner time, the work of the Convention was done, and everyone was set for the last fling. The banquet table was laid, and, only an hour or so late, courses and courses came and went. Toastmaster J. P. McEvoy adjusted the microphone, accounted for himself and Hollywood and introduced Ellery Walter, the gentleman who has gone several places on one leg where booksellers have not been able to go on two. Mary L. Jobe Akeley told everyone why the lion in Africa is man's best friend, Count Felix Von Luckner recounted his experience with fifty-thousand bottles of champagne, Floyd Gibbons was excused because he was off hunting headlines for the *Literary Digest,* Rudy Vallée popped in and sang a song, Professor Charles A. Beard explained "Why is a Machine Age?" and introduced Televox whose favorite book to date is "Is Sex Necessary?" Most native New Yorkers would have been dead long ago ere this week of work and play had gotten this far, but not the booksellers! The floor was cleared and again the dance was on. Till when, it does not matter, for the next morning, or on the way to their several rooms, they all bought papers that told the story of a Dollar Book.

Coward-McCann to Represent Yale Press

YALE UNIVERSITY PRESS and Coward-McCann have made joint announcements that the latter firm will now represent the Yale University Press in its trade relations and their travelers will show their current books and take their regular stock orders. Mail orders should be sent direct to Yale University Press and all shipments will be made from the Press. The Yale University Press books announced for the fall include such books as Felix Frankfurter's "Public Service and the Public," Grant Forman's "Indians and Pioneers," Charles P. Howland's "American Foreign Relations 1930," and Joseph Goldmark's "The Pilgrims of '48."

Boni Starts Reprint Club

CHARLES BONI, Paper Books, has sent subscribers an invitation to subscribe to twelve reprint books a year, cloth bound. These are to be selected from the current output of reprint material. The subscribers will be kept informed of new publications through a monthly Book Bulletin in which will be reviewed the important new books in the $1.00 reprints. These reprints will be sold at $1.00 plus postage. The publisher says that the response to this reprint service has been so enthusiastic that in a few months it is expected that more books will be distributed through this plan than through all the other book clubs combined. An initial catalog was enclosed with the announcement which listed about sixty reprints at 95c., and $1.00.

New Direct Mail Method

A NEW form of direct by mail advertising for publishers is being developed by the Rogers Publishers' Service of New York. A list of 100,000 potential book buyers has been gathered and to these names are being sent monthly envelopes called a "Surprise Packet." Inside the packet are twenty-four reply order cards, each one supplied by the separate publisher of a book or magazine. The cards each take up a single book or a subscription proposition, with order form to be filled in and sent to the publisher. Each publisher pays $300 as his share in the mailing. The Rogers Publishers' Service undertakes to keep each packet of cards on a non-competitive basis so that the same types of books are not advertised by different publishers in the same packet. Packet Number One was mailed in April and the orders are now being solicited for the second packet. The Company believes that it is assured success, as seven of its April subscribers have subscribed for the May issue without waiting to check the results.

Department Store Sales in April, 1930

DEPARTMENT store sales in April were 8 per cent larger than in the corresponding month a year ago, according to preliminary reports made to the Federal reserve system by 520 stores located in leading cities of all Federal reserve districts. The increase reflected in part the fact that the date of Easter, which was very early last year (March 31), was very late this year (April 20). Comparison of sales in March and April taken together so as to include the Easter selling season in both years, shows a decrease of 2 per cent from a year ago.

Sales during the first four months of this year were 4 per cent below the level of a year ago.

Percentage Increase or Decrease from a Year Ago

Federal reserve district	April*	Jan. 1 to April 30*
Total (520 stores)	+ 8	— 4
Boston	+ 10	+ 1
New York	+ 12	+ 2
Philadelphia	+ 6	— 5
Cleveland	+ 10	— 8
Richmond	+ 12	— 1
Atlanta	— 2	— 10
Chicago	+ 5	— 11
St. Louis	+ 10	— 7
Minneapolis	+ 1	— 7
Kansas City	+ 2	— 6
Dallas	— 1	— 8
San Francisco	+ 5	— 2

* April figures preliminary.

Texas Book Club Launched

THE Book Club of Texas launches its program of publication with a reprint of "The Memoir of Col. Ellis P. Bean" written by himself about the year 1816 and edited by W. T. Yoakum. The book has been printed and bound in Texas in an edition of 200 copies at $10 each. The illustrations by David Williams are printed on the same paper as the text and are very successful in capturing the spirit of the old document. It is an excellent piece of printing and a very appropriate selection of text for the launching of this new enterprise. The organizer of the Club has been H. Stanley Marcus of Neiman-Marcus Company of Dallas.

News in Brief

Brewer and Warren have discontinued their Shipping and Receiving departments at 435 East 24th St., and will now handle their business through the American Booksellers' Association Consolidated Warehouse at 35 East 20th St., New York City.

The *Atlantic Monthly* announces a $5,000 prize for the most interesting unpublished work of non-fiction, dealing with the American scene, submitted before May 1st, 1931. Details available from 8 Arlington St., Boston.

A party representing the Dutch Booksellers' Association has been visiting in England to study the trade of that nation with a view to gaining ideas to improve the Dutch trade.

An extensive exhibit of rare and fine bindings was held at the Hotel Barbizon Plaza, New York, from May 21st to 31st under the auspices of Marcelle Franken, of the Colony Book Shop.

The largest increase ever recorded by the New York Public Library in the number of books issued by its circulation department was contained in the report presented to the trustees last week. A total of 11,103,019 volumes were loaned by the library's forty-five branches, last year.

A list of fifteen books was recently banned under the censorship act of the Irish Free State, including "Home to Harlem," "The Well of Loneliness" and "Point Counter Point."

For Training Salesmen

CONGRESSMAN DANIEL A. REED has introduced a bill into Congress, H. R. 10821, which would provide for a special appropriation for the development of vocational education. It would be under such an appropriation that the Federal Bureau could extend its service to retailers for the benefit of training salesmen, and with the sum of $1,000,000 a year for three years a great deal of fundamental importance could be accomplished. The efforts of the Federal Bureau have been for the actual training of those in a vocation, and it has worked out a technique that is extremely successful and which could be applied to the book business according to plans which Miss Humble of the National Association of Book Publishers has been discussing with the Board.

Bookmobile's Schedule in California

June	2	Paso Robles, San Luis Obispo.
"	3	Santa Barbara
"	4	Ventura, Ojai, Santa Paula
"	5	Oxnard, *Hollywood
"	6-8	Hollywood
"	9	Santa Monica, Venice, Redondo Beach
"	10	San Pedro, Long Beach, Whittier, Alhambra
"	11	Fullerton, Anaheim, Orange, Santa Ana
"	12-15	San Diego
"	16	Corona, Riverside
"	17	San Bernardino
"	18	Ontario, Pomona, Upland, Claremont
"	19	Glendora, Monrovia, Pasadena
"	20	Pasadena, Los Angeles
"	21-23	Los Angeles

Obituary Notes

CROLY, PUBLISHER, DIES

HERBERT D. CROLY, founder and publisher of the *New Republic,* died in Santa Barbara, California, May 17th, at the age of 61. He was a native New Yorker, and held his first editorial position on the *Architectural Record* which he edited from

1900 to 1906. He resigned this position to write "The Promise of American Life." He later wrote "Marcus Alonzo Hanna—His Life and Work," "Progressive Democracy" and a biography of William Straight. Croly established the *New Republic* in 1914 as an independent journal of opinion, relying solely on its honesty and the force of its critical comment as its appeal to the public.

CAMPBELL, CAMBRIDGE BOOKSELLER, DIES

NEWELL R. CAMPBELL, who was for years well known to Harvard students as the proprietor of the loft bookshop in the old Concord Building in Harvard Square, was found dead on April 28th, in the rooms adjacent to the shop where he lived alone. Campbell, who was 74, was born in New York, and went to Boston at an early age, where he was educated in the Boston Latin School.

He was widely known in the trade for his eccentricities in making quotations on old books, using abbreviations that were almost impossible to decipher.

HENRY L. ALLISON

HENRY L. ALLISON, one of the deans of the fraternity of travelers, died in New York on May 25th. Mr. Allison last year celebrated his 25th year with Putnam's and had had twenty-five previous years in other fields. He was a son of the late William Allison, publisher and author of Allison's Dictionary. He was a very beloved figure throughout the trade for his sympathy and lovableness and keen understanding of trade problems.

WIBORG, INK PRODUCER, DEAD

FRANK B. WIBORG, last survivor of Ault & Wiborg Company, international ink manufacturers, died at his home in New York, last week, at the age of 75. He was born in Cleveland in 1855, and at about the age of 25 formed a partnership with Levi Addison Ault for the manufacture of inks. The company was founded in Cincinnati, and expanded rapidly, opening offices in every large city of the United States; and when it merged with International Printing, Inc., in 1928, there were branches in Europe, Asia and South America.

Wiborg devoted most of his last years to writing, chiefly about inks and their history. His books were, "Printing Ink," "A Commercial Traveler in South America" and "Travels of an Unofficial Attaché."

Changes in Price

D. APPLETON & COMPANY

"The Life of Elbert H. Gary," by Ida M. Tarbell, from $3.50 to $4.00.

"A History of the Warfare of Science with Theology in Christendom, 2 vols. by Andrew D. White, from $6.00 to $7.50.

CHARLES SCRIBNER'S SONS

Aiken's "Selected Poems," signed, limited edition, changed from special net $10.00 to $10.00 regular.

Field—"American Folk and Fairy Tales," from $3.00 to $2.50.

MINTON, BALCH & COMPANY

"Fourth in the Furnace," from $1.75 to $2.00; "Famous Etchings from Dürer to Whistler," from $2.00 to $2.50; "God of Might," from $2.00 to $2.50; "Songs of Experience," from $5.00 to $6.00.

HARPER & BROTHERS

Author	Title	Former Price	New Price
Austin	"Small Town Man"	$2.00	$2.50
Bartoli	"Biblical Story of Creation"	1.25	1.50
Fiske, G. W.	"The Changing Family"	2.25	2.50
Frost	"Effective Praying"	1.25	1.50
Goforth, R.	"How I Know God Answers Prayer"	1.25	1.00
Howard	"A Little Kit of Teachers' Tools"	.75	1.00
Kandel	"Hospital Economics for Nurses"	5.00	4.00
Kelly	"A Scientific Man and the Bible"	1.25	1.50
McAfee	"The Greatest English Classic"	2.00	2.50
Marchant	"Deeds Done for Christ"	2.50	2.00
Sankey	"My Life and the Story of the Gospel Hymns"	2.00	2.50
Thomas	"And God Spake These Words"	1.25	1.50
Thomas	"Methods of Bible Study"	1.00	1.25
Watt	"The Cross in Faith and Conduct"	1.25	1.50
Watt	"The Meaning of the Cross"	1.25	1.50
Westervelt	"Dragon's End"	1.25	1.50
Weddell	"Your Study Bible"	1.25	1.50
Wilson	"Scientific Investigation of the Old Testament"	2.00	2.50
Young	"Just Dogs"	1.25	1.50

Business Notes

SALISBURY, CONNECTICUT. — Housatonuc Bookshop will be opened this summer by Maurice Firuski, formerly founder and proprietor of the Dunster House Bookshop in Cambridge, Mass.

HONOLULU, HAWAII. — Jolly Gift Shop, Mrs. Mary Belle Ward, P. O. Box 138, Schofield Barracks, is operating a large circulating library.

TACOMA, WASHINGTON.—The Fisher Company, book department formerly operated by Frank B. Wilson, Inc., Seattle, has now been taken over by Agnes Monster and will be continued under her managership.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

BOOKS for boys and girls come again to the fore of the week's books. Aviation is probably the most popular subject of the day with boys, and McLoughlin Bros. have added to their "Big Aviation Series" a volume of articles and stories about the heroes of the air and their exploits, edited by *French.* Along a similar technical line, although not a book intended primarily for boys, but one that will interest them particularly is "The Romance of the Submarine" by *Jackson.* "The Yellow Knight of Oz" by Ruth Plumly *Thompson,* who is continuing the famous Oz stories of L. Frank Baum, will follow up the popularity of "Jack Pumpkinhead of Oz." Not to neglect the feminine element, Doubleday, Doran publishes this week its *"Big Vacation Book for Girls."* A. L. Burt published several of its popular juveniles this week, too. See *Finley, Garis, La Belle,* and *Van Epps.* "Children at the Crossroads" by *Benedict* is not a juvenile, but it is interesting to anyone interested in children. The author's accounts of visiting teachers' work in rural communities are fascinating even to a person who knows nothing of juvenile problems. The book is also made attractive by the drawings of Cyrus Le Roy Baldridge.

"Short Talks on Science" contains the last writings of Edwin E. *Slosson.* These thumbnail sketches of the latest scientific achievements may be sold for both adults' and children's reading. "Songs of Science" compiled by *Shortridge* is a new kind of anthology, which celebrates science in poetry. To his "New Map" series of books Herbert Adams *Gibbons* adds a valuable new volume, which brings up to date world movements in important fields of endeavor during the last decade. Three different sections of this world are variously treated in three books of the week. A standard authoritative account of the Philippines by *Worcester* has been revised and brought up to date in a new edition. Harry A. *Franck,* who has written several delightful travel books, has a new one on the fascinating countries of Scandinavia. Harry E. *Burroughs* recreates a community of old Russia with his memories of his childhood. Everett Dean *Martin,* who wrote "The Meaning of a Liberal Education" contributes a volume of interesting ideas on individual liberty in this mechanized age. Among the famous diaries of the world is that of *Amiel.* For more than half a century all mention of his liason with the young woman he called Philine was suppressed in his published journals. In this volume is their story, a remarkable piece of self-analysis and a study of the psychology of love.

Popular fiction is represented by Donn *Byrne's* "A Party of Baccarat," a little volume that marks the first step in the publisher's program to collect all the works of the late Irish novelist in permanent form. There also appear this week "Night Nurse" by Dora *Macy,* who wrote "Ex-Mistress" and "Tanar of Pellucidar" by the popular Edgar Rice *Burroughs.*

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.) sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of May 31, 1930

Altheimer, Bessie M.
Albion and Rosamund; a tragedy. 96p. D [c.'30] Bost., Christopher Pub. House $1.50

Amiel, Henri-Frédéric
Philine; tr. by Van Wyck Brooks; introd. by Edmond Jalaux. 438p. O c. Bost., Houghton $3.50
Suppressed for many years, this account of the famous diarist's long liason with the young woman whom he called Philine, has been selected from his Journals to form a continuous narrative.

Atwood, Wallace Walter, and Thomas, Helen Goss
South America and the Old World. 407p. (bibl.) il., maps (pt. col.) Q (Earth and its people; bk. 3) [c.'30] Bost., Ginn $1.80

Bangs, John R., jr.
Industrial accounting for executives. 450p. il. O (McGraw-Hill industrial management ser.) '30 N. Y., McGraw-Hill $5

[Barrie, Sir James Matthew, bart.]
The story of Peter Pan. 95p. il. (col.) T (Wee b'ks for wee folks) [c.'30] Phil., Altemus bds. 50 c.

Bartley, Nalbro Isadorah [Mrs. Horace Lerch]
The mediocrat. 314p. D (Copyright fiction) [c.'28] [N. Y., Burt] 75 c.

Belling, John
The use of the microscope. 315p. il. O (McGraw-Hill pub'ns in agricultural and botanical sciences) '30 N. Y., McGraw-Hill $4

Bémont, C.
Simon De Montfort, Earl of Leicester; new ed.; tr. by E. F. Jacob. 344p. il. O '30 N. Y., Oxford $4.50

Benedict, Agnes E.
Children at the crossroads; il. by Cyrus Le Roy Baldridge. 238p. D c. N. Y., Commonwealth Fund, Div. of Pub'ns, 41 E. 57th St. $1.50
A book on child guidance as performed by the visiting teacher in rural communities.

Bennett, Florence Mary
Spindrift [verse]. 88p. S '30 Portland, Me., Mosher Press bds. $1.75

Bethea, Jack
Bed rock. 363p. D [c.'24] Cleveland, O., Internat'l Fiction Lib. 25 c.

Betts, Edward Chambers
Kaleidoscopics of other peoples and places. 143p. D [c.'30] Bost., Christopher Pub. House $1.75
Travel sketches.

Bible
The Old Testament; selected passages. 198p. D '30 [N. Y.] Macmillan 70 c.
For the use of schools.

Big vacation book for girls, The. various p. il. D '30, c.'22-'29 Garden City, N. Y., Doubleday, Doran $2
Verse, essays and stories by Rachel Field, Augusta Huiell Seaman, Monica Shannon, Christopher Morley and others.

Blaisdell, Thomas Charles
Ways to teach English. 575p. (8p. bibl.) O [c.'30] Garden City, N. Y., Doubleday, Doran $2.50
Planned as a basal text in a course on the teaching of English.

Bodenheim, Maxwell
A virtuous girl. 260p. D c. N. Y., Liveright $2.50
Chicago at the beginning of the 20th century is the background for this story of seventeen-year-old Emmy Lou, who was considered "fast," but who believed in romance and was willing to pay for it.

Boylan, William A., and others
New method in composition; fifth year, second half. 176p. il. D [c.'30] N. Y., Scribner 64 c.

Brand, Max
The gun tamer. 283p. D (Copyright fiction) [c.'28,'29] N. Y., Burt 75 c.

Breed, Frederick Stephen
How to teach spelling. 185p. (7p. bibl.) il. D [c.'30] Dansville, N. Y., F. A. Owen Pub. Co. $1.50

Buether, Helen
Azure checker. 68p. D '30 Cin., Author, 1030 Mt. Gregory St. $1
On speculation and the stock market.

Amer. Child Health Ass'n
Public health aspects of dental decay in children. 136p. (School health research ser., monograph 3) '30 N. Y., Author $1.25; pap., $1

Beckman, Harry
Treatment in general practice. 899p. O '30 Phil., Saunders $10

Bennett, M. K., and, Farnsworth, Helen C.
Survey of the wheat situation, December, 1929, to April, 1930. 47p. diagrs. Q (Wheat studies, v. 6, no. 6) c. Stanford Univ., Cal., Food Research Inst. pap. apply

Bezanson, Anne, and, Hussey, Miriam
Wage methods and selling costs; compensation of sales clerks in four major departments in thirty-one stores. 426p. diagrs. O (Wharton School of Finance & Commerce, research studies, 10) c. Phil., Univ. of Pa. Press $4.50

Black, Paul W.
The ten commandments in contract bridge are ten times ten. 29p. Tt (E-Z bridge ser.) [c.'30] Berkeley, Cal., Author, 83 Eucalyptus Rd. pap. 50 c.

Brown, Percy S., ed.
The second industrial revolution and its significance. 228p. O (Annals, v. 149, pt. 1, no. 238) c. Phil., Amer. Acad. of Political & Soc. Science pap. apply

Brown, Zaidee, and Goold, Clarissa L., eds.
Standard catalog for high school libraries; suppl., 1926-29; pts. 1 and 2. 308p. O (Standard catalog ser.) '30 N. Y., H. W. Wilson pap. $1.80

Burroughs, Edgar Rice
Tanar of Pellucidar. 312p. D [c. '29, '30] N. Y., Metropolitan B'ks $2
Two Americans' adventures in the strange and terrible country of Pellucidar, situated in the core of the earth.

Burroughs, Harry E.
Tale of a vanished land; memories of a childhood in old Russia; il. with woodcuts by Howard Simon. 336p. il., map O c. Bost., Houghton $3.50
The author, a lawyer and philanthropist, founder of the Newsboy's Foundation that bears his name, relives his childhood in Russia before he emigrated to America.

Byrne, Donn
A party of baccarat. 222p. il. nar. D [c. '30] N. Y., Century $1.25; lea., $2.50
A story of love and the gambling fever on the Riviera, now first published in book form. This marks the first step in the publishers' program to collect all the author's works in permanent form.

Churchill, Winston
The crisis; ed. by Walter Barnes; rev. by H. Y. Moffett. 773p. il. S (New pocket classics) [c. '01-'30] [N. Y.] Macmillan flex. fab. 60 c.

Colver, Alice Mary Ross
The dimmest dream. 301p. D (Copyright fiction) [c. '29] N. Y., Burt 75 c.

Cooper, James Fenimore
New York; lim. ed. '30 N. Y., Wm. F. Payson, 598 Madison Ave. $10

Coppard, A. E.
The higgler [lim. ed.]. Q '30 N. Y., Chocorua Press, 301 W. 24th St. $65

Corke, Helen
The world's family; ed. by Katherine Lee Bates [juvenile]. 179p. il. (pt. col.), maps (pt. col.) D (World and its peace-makers) '30 N. Y., Oxford $1.25

Craig, Gordon
A production: lim. ed. il. '30 N. Y., Oxford $65; signed ed., $90

Crofts, Freeman Wills
The Groote Park murder. 299p. D (Copyright fiction) [c. '25] N. Y., Burt 75 c.

Dante Alighieri
Dante's Purgatorio; a lineal and rhymed translation by Rev. Albert R. Bandini. 233p. il. O c. San Francisco, People's Pub. Co., 40 Columbus Ave. $2
The second volume of the trilogy. The third volume, "Paradiso," will be ready soon.

De Beer, G. R.
Embryology and evolution. 124p. il. D '30 N. Y., Oxford $2

De Wald, Ernest Theodore
Pietro Lorenzetti. 46p. il. F '30 Cambridge, Mass., Harvard $2

Dickerson, Roy Ernest
So youth may know; new viewpoints on sex and love. 267p. il. D '30 N. Y., Ass'n Press $2

Dodd, Major G. L. Ashley
A fisherman's log. 184p. il. '30 N. Y., Richard R. Smith $3

Donham, S. Agnes
Marketing and housework manual [new ed.]. 259p. (3p. bibl.) il. O '30, c. '17, '30 Bost., Little, Brown $2

Dubrule, Noëlia
Héros et héroïnes de France. 201p. il., maps D [c. '30] Bost., Ginn $1
A French reader.

Duncan, J. Garrow
The accuracy of the Old Testament. 192p. (bibl. footnotes) il. D ['30] N. Y., Macmillan $2.40
The historical narratives in the light of recent Palestinian archaeology.

Eaton, Walter Prichard
The drama in English. 379p. (11p. bibl.) D [c. '30] N. Y., Scribner $2
An elementary outline study of the English drama with especial attention given to the age and audience for which the plays were written and acted.

Edwards, Junius D., and others
The aluminum industry; 2 v. 358p.; 870p. il. O (Chemical engineering ser.) '30 N. Y., McGraw-Hill $12

Evetts, E. T., and Worthington, R. A.
The mechanics of singing. 149p. D '30 N. Y., Oxford $1.75

Farjeon, Joseph Jefferson
The house of disappearance. 301p. D (Copyright fiction) [c. '27] N. Y., Burt 75 c.

Finley, Jean
The Blue Domers and the hidden shanty. 120p. il. (col.) D (Blue Domers ser.) [c. '30] N. Y., Burt 35 c.

The Blue Domers' nest. 117p. il. (col.) D (Blue Domers ser.) [c. '30] N. Y., Burt 35 c.

Fishman, Joseph Fulling
It's still Boloney; il. by Herb Roth. 73p. T c. Garden City, N. Y., Doubleday, Doran bds. $1
A small book that pokes fun at high-pressure business men and their "How-I-Achieved-Success" stories.

Flaubert, Gustave
Salammbô [lim. ed.]; il. by Alexander King. '30 N. Y., The Brown House, 1 E. 45th St. $20

Fletcher, Joseph Smith
Old Lattimer's legacy. 317p. D (Copyright fiction) [c. '29] N. Y., Burt 75 c.

Chen, K. K., and Schmidt, Carl F.
Ephedrine and related substances. 121p. O '30 Balt., Williams & Wilkins $2.50

Corse, W. M.
Bearing metals and bearings. 380p. il. O (A. C. S. monograph) '30 N. Y., Chemical Catalog Co. $7

de Vineau, Charles E.
Bishop Dupanloup's philosophy of education. 35p. (bibl.) O (Educational research bulls., v. 4, no. 10) [c. '30] Wash., D. C., Catholic Educ. Press pap. 35 c.

Dep't of Elementary School Principals
The ninth yearbook; the principal and administration. 598p. (bibl. footnotes) O (Bull., v. 9, no. 3) c. Wash., D. C., Author, 1201 - 16th St., N.W. pap. $2

Fishberg, Arthur Maurice, M.D.
Hypertension and nephritis. 566p. (bibls.) il. (pt. col.) O '30 Phil., Lea & Febiger $6.50

Forbes, John Maxwell
Doubloons—and the girl. 348p. D [c.'17] Cleveland, O., Internat'l Fiction Lib. 25 c.

Foston, Hubert M.
Man and the image of God. 235p. (bibl. footnotes) D '30 [N. Y.] Macmillan $3
The influence of recent philosophical and psychological research on belief in the Doctrine of the Trinity.

Foth, Joseph Henry
Trade associations—their services to industry. 349p. O '30 N. Y., Ronald Press $4.50

Foujita
A book of cats [lim. ed.]. 64p. il. F '30 N. Y., Covici, Friede buck. $25, bxd.

Franck, Harry Alverson
A Scandinavian summer. 413p. il., map D [c.'30] N. Y., Century $4
Impressions of five months spent in Denmark, Finland, Sweden, Norway and Iceland.

Frank, Arthur De Witt
The development of the federal program of flood control on the Mississippi River. 269p. (12p. bibl.) O (Studies in hist., economics and public law, no. 323) c. N. Y., Columbia Univ. Press $4.25

Franklin, Benjamin
Autobiography; rev. by H. Y. Moffett. 402p. il. S (New pocket classics) [c.'01,'30] [N. Y.] Macmillan flex. fab., 60 c.

French, Joseph Lewis, ed.
Aces of the air; introd. by Captain Eddie Rickenbacker. 316p. il., diagrs. O (Big aviation ser.) [c.'30] Springfield, Mass., McLoughlin Bros. $1
Exploits of the air from 1928 to the present as told by the principal actors or by eye-witnesses.

Galsworthy, John
Soames and the flag; lim., signed ed. N. Y., Scribner $15

Garis, Howard Roger
Uncle Wiggily's bungalow. 126p. il. (col.) D (Uncle Wiggily ser.) [c.'30] N. Y., Burt 50 c.

Gates, I. E., D.D.
Watching the world go by. 184p. D [c.'30] Nashville, Tenn., S. S. B'd of So. Bapt. Convention $2
This account of the author's personal experiences presents humorous and philosophical comments on life in general.

Gibbons, Herbert Adams
Wider horizons; the new map of the world. 415p. D [c.'30] N. Y., Century $3
A survey of world changes in the last thirty years—new movements in science, culture, sociology, finance, labor, and religion.

Gide, Charles
Communist and co-operative colonies; tr. by Ernest F. Row. 222p. (bibl. footnotes) O [n.d.] N. Y., Crowell $2.50
A survey of various attempts made at communistic living from primitive times to the present. A large section is devoted to the United States.

Gordon, Margery, and King, Marie Burnadette
A magic world; an anthology of poetry. 409p. il. D [c.'30] N. Y., Appleton $1.20
For junior high schools.

Gough, Harry B., and others
Effective speech; a textbook for beginning courses. 585p. (bibls.) il., diagrs. D c. N. Y., Harper $1.60
Covering interpretative reading, dramatics, debating besides the fundamental principles of diction.

Hall, Lillian Arvilla
Catalogue of dramatic portraits in the theatre collection of the Harvard College Library [v. 1, A-E]. 445p. O c. Cambridge, Mass., Harvard $5

Halleck, Reuben Post, and Frantz, Juliette
Makers of our nation. 363p. (bibls.) il. (pt. col.), maps (pt. col.) D (Halleck's Amer. hist. ser.) [c.'30] N. Y., Amer. B'k 96 c.
An elementary text in American history.

Hallock, G. B. F., and Hallock, Robert C.
Behind the big hill. 230p. D '30 N. Y., Richard R. Smith $2

Hampson, Alfred Leete, comp.
Emily Dickinson; a bibliography [lim. ed.] 36p. front. O c. Northampton, Mass., Hampshire B'kshop pap. $2.50
This bibliography of Emily Dickinson's poems and of books and articles about her, with an article by Elizabeth McAusland, reprinted from the Springfield *Republican* has been published in honor of the centenary of the poet's birth and its celebration at the Hampshire Bookshop.

Hassler, Jasper Ole
Solid geometry. 143p. il., diagrs. D [c.'30] Chic., Lyons & Carnahan fab., $1

Hendryx, James Beardsley
Gold—and the Mounted. 284p. D (Copyright fiction) [c.'28] N. Y., Burt 75 c.

Heydrick, Benjamin Alexander, ed.
Familiar essays of to-day. 322p. (bibls.) D [c.'30] N. Y., Scribner $1
By William Allen White, James M. Barrie, Dorothy Canfield, Joyce Kilmer, Stehpen Leacock, Edward Bok, and others.

High, Stanley
The church in politics. 276p. (bibl. footnotes) D c. N. Y., Harper $2
Facing the objections to the Christian church's participation in political questions, the author considers its position on such issues as prohibition, war etc.

Freeman, Benjamin, and Hoppe, Frederick G.
Electroplating with chromium, copper and nickel. 212p. (bibl.) il. O c. N. Y., Prentice-Hall $5

Good reading work cards; for Good reading primer and first reader; 2 v. no p. il. Q c.'30 N. Y., Scribner pap. 40 c., ea.

Graebner, Theo.
A brief story of the Augsburg Confession; told for young people. 48p. il. S '30 St. Louis, Concordia Pub. House pap. 20 c.

Grendon, Felix
Anglo-Saxon charms. 132p. O [n. d.] N. Y., G. E. Stechert pap. $1.50

Griffiths, David
The production of hyacinth bulbs. 35p. il. O (U. S. Dep't of Agri., circular no. 112) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Hamilton, Walter Irving
Hotel service; a series of departmental manuals; 8 v. various p. (bibls.) T (Harper's hotel and restaurant lib.) c. N. Y., Harper pap. $4, bxd.

Hobbes, Thomas
Hobbes; selections; ed. by Frederick J. E. Woodbridge. 448p. (3p. bibl.) S (Modern student's lib., phil. ser.) [c.'30] N. Y., Scribner $1.25

Hoffman, William Dawson
The Saddle Wolf. 318p. D (Copyright fiction) [c.'28] N. Y., Burt. 75 c.

Hohman, Johann Georg
Long lost friend, or, Book of pow-wows; a collection of mysterious and invaluable arts and remedies [1im. ed.]. 82p. D (Aurand Press historical ser.) c. Harrisburg, Pa., Aurand Press $1.50; pap, $1

Howard, A., and Howard, G. L. C.
The application of science to crop-production; an experiment carried out at the Institute of Plant Industry, Indore. 88p. il., diagrs. O ['30] N. Y., Oxford $3

Hunter, Dard
Papermaking through eighteen centuries. 375p. (bibl. footnotes) il. O c. N. Y., Rudge buck., $17.50
Dealing with the early methods of paper making, especially after the introduction of printing from movable types.

Hunter, Rowland C.
Old houses in England. 128p. il. F '30 N. Y., Wiley $8.50

Hurst, A. H.
The bread of Britain. 90p. O '30 N. Y., Oxford $1

Ibero American red book. 167p. O '30 N. Y., Pan American News Service, 25 Church St., $5
A directory of newspapers and periodicals in South America, arranged under country and city.

Jackson, George Gibbard
The romance of the submarine. 256p. il. O [n.d.] Phil., Lippincott $2.50
The history of the submarine and submarine exploits.

Jacob, Anna Gertrude
Girls' friendship book. 131p. il. D [c.'30] Bost., Christopher Pub. House $1.50
Advice to girls of high school age.

Johnson, Sveinbjorn
Pioneers of freedom. 372p. (2p. bibl.) il., diagrs. O [c.'30] Bost., Stratford $3.50
An account of the Icelanders and the Icelandic Free State, 874-1262.

Kean, L. Logan
Orpheus in exile [verse]. 68p. D [c.'30] Atlanta, Ga., Bozart Press bds. $2

Keeler, Harry Stephen
Sing Sing nights. 406p. D (Copyright fiction) [c.'28] N. Y., Burt 75 c.

Kenyon, Theda
Certain ladies. 91p. O c. N. Y., Ives Washburn bds. $2
Poems about women of mythology, of history, and of legendary fame.

Kerner, Robert Joseph
Social sciences in the Balkans and in Turkey; a survey of resources for study and research in these fields of knowledge. 137p. (bibls.) D c. Berkeley, Cal., Univ. of Cal. Press $1.50

Kester, John Marcus
The life beyond death. 102p. (bibl. note) D [c.'30] Nashville, Tenn., S. S. B'd of So. Bapt. Convention $1
Sermons on future life by a Baptist minister of Wilmington, North Carolina.

Kipling, Rudyard
Soldiers three. 303p. D [n.d.] Cleveland, O., Internat'l Fiction Lib. 25 c.

Krabbe, Th.
Greenland; its nature, inhabitants, and history; tr. by A. I. Fausbell. 156p. il. Q '30 N. Y., Oxford $14; pap. $11

La Belle, Claude A.
The Bailey twins and the Farnham cadet corps. 269p. front. D (Bailey twins ser.) [c.'30] N. Y., Burt. 50 c.

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The Bailey twins in the Philippines. 278p. front. D (Bailey twins ser.) [c.'30] N. Y., Burt 50 c.
This series tells of the adventures of two American boys in military prep school and during their vacations.

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The voice in the closet. 348p. D c. N. Y., Liveright $2
Duncan Forbes is murdered in the library of his Park Avenue apartment, while his wife is playing the piano in the next room.

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The layman measures the minister. 108p. D [c.'30] Nashville, Tenn., S. S. B'd of So. Bapt. Convention $1
Studies of the ministry and its ideals by a layman. The 1929 Tharp Lectures of the Baptist Bible Institute.

Lee, Jack H.
Powder River let 'er buck. 65p. il. D [c.'30] Bost., Christopher Pub. House $1.50
Western poems.

Lee, Mackenzie
For chaps and chits; revue stock. 88p. O (French's acting ed., no. 199) c.'30 N. Y., S. French pap. 75 c.

Hauser, Ernest A.
Latex; with patent review; tr. by W. J. Kelly. 200p. il. O '30 N. Y., Chemical Catalog Co. $4

Holiday courses in Europe, 1930; comp. by League of Nations Institute of Intellectual Cooperation. 47p. Bost., World Peace Found. 50 c.

Keyes, Donald Babcock, and Swann, Sherlock, jr.
Studies in the electrodeposition of metals. 18p. O (Univ. of Ill. Engi. Exp. Sta. bull., 206) '30 Urbana, Ill., Univ. of Ill. pap. 10 c.

Landman, Jacob Henry
The case method of studying law; a critique. 108p. '30 N. Y., G. A. Jennings Co., 150 Nassau St. $2

Lane, Robert Hill
A work book for principals and supervisors. 271p. (bibls.) diagrs. O c. N. Y., Macmillan pap. $1

Lehman, Karl Bernhard, and Neumann, R. O.
Laboratory manual of bacteriological methods; tr. by Robert S. Breed. 85p. il. D (Medical hand atlases, v. 10, 1a) '30 N. Y., G. E. Stechert $1.50

Levis, Ella Cannon

Better citizenship; a textbook in community civics. 561p. (bibls.) il., maps, diagrs. D [c.'30] N. Y., Harcourt $1.72

Lindberg, John S.

The background of Swedish emigration to the United States; an economic and sociological study in the dynamics of migration. 286p. O '30 Minneapolis, Univ. of Minn. Press $2.50; pap. $2

Lockridge, Ross Franklin

A. Lincoln. 334p. il. D c. Yonkers, N. Y., World B'k $1.40

A biography for school use.

Longfellow, Henry Wadsworth: Hawthorne, Nathaniel

Tales of a wayside inn; ed. by J. H. Castleman; rev. by H. Y. Moffett: Selections from Twice-told tales; ed. by Charles Robert Gaston; rev. by H. Y. Moffett. 473p. (bibls.) il. S (New pocket classics) [c.'01-'30] [N. Y.] Macmillan flex. fab., 60 c.

MacLean, K. E.

The pearl merchant. 79p. il. S ['30] N. Y., Macmillan 80 c.

Some New Testament stories retold for children.

MacLeish, Archibald

New found land: fourteen poems; lim. ed. 54p. O '30 Bost., Houghton bds. $5

Macy, Dora

Night nurse. 282p. D c. N. Y., Brentano's $2

The inside story of the life and love of a night nurse and of the dramatic Richey case which forced her to abandon her professional ethics, even at the cost of her career, is told by the author of "Ex-Mistress."

Madol, Hans Roger

The shadow-king; the life of Louis XVII of France, and the fortunes of the Naundorff-Bourbon family. 316p. (5p. bibl.) il. O '30 Bost., Houghton $5

The romantic story of Karl Wilhelm Naundorff, who emerged from a small Prussian town in the early 19th century claiming to be the Dauphin, son of Louis XVI, who had supposedly died in prison during the French Revolution, is told in the light of the latest research.

Mann, Margaret

Introduction to cataloging and the classification of books. 439p. (bibls.) D (Library curriculum studies) c. Chic., Amer. Lib. Ass'n $3 [corrected price]

Marett, R. R.

The raw material of religion. 24p. O (Andrew Lang lecture) '30 N. Y., Oxford 70 c.

Martin, Everett Dean

Liberty. 317p. O [c.'30] N. Y., Norton $3

How democracy becomes a boomerang and suppresses the individual freedom it is supposed to maintain, how a machine age tends to reduce our lives to a level of mediocrity, and how the modern civilized man can save his personal liberty.

Martin, Stuart

The fifteen cells. 329p. D (Copyright fiction) ['28] N. Y., Burt 75 c.

Marx, Karl, and Engels, Friedrich

The Communist Manifesto; introd. and explanatory notes by D. Ryazanoff [tr. by Eden and Cedar Paul]. 376p. (3p. bibl.) O ['30] N. Y., Internat'l Publishers $3.50

Including also a history of the Communist League, for which the Manifesto was written; a study by Engels of the revolutionary movement of 1847, and introductions written by Marx and Engels to various editions of the Manifesto.

Mavity, Nancy Barr [Mrs. Arthur Benton Mavity]

The other bullet. 322p. D (Crime club) c. Garden City, N. Y., Doubleday, Doran $2

Mrs. Everett admits killing the rancher, Morrison, but who fired the second shot from her revolver? The Crime Club selection for June.

Mead, Nelson P.

The development of the United States since 1865. 645p. (bibls.) maps, diagrs. D [c.'30] N. Y., Harcourt $3

A college textbook by a professor of history in the College of the City of New York.

Millar, Adam Vause, and others

Descriptive geometry [4th ed.]. 210p. il., diagrs. O '30 Madison, Wis., Kilgore Pr. Co. $2.50

Montgomery, L. L.

What a master salesman should know. 241p. D [c.'30] N. Y., B. C. Forbes $2.50

A sales counselor, who has had twenty years' experience as a salesman outlines selling principles and his own formula.

Moore, Winnie Fields

Wings of destiny. 244p. il. D c. Los Angeles, Wetzel Pub. Co. $2; de luxe ed. $5

Five stories—of Hollywood, Egypt, China, the Arctic, and Arabia.

Mott-Smith, May

Africa from port to port. 436p. il. O '30 N. Y., Van Nostrand $5

Macdonald, Marion E.

Practical statistics for teachers; a text and work book. 185p. (bibl.) diagrs. Q c. [N. Y.], Macmillan pap. $1.60

Marriott, Williams McKim, M.D.

Infant nutrition; a textbook of infant feeding for students and practitioners of medicine. 375p. il. diagrs. O c. St. Louis, C. V. Mosby $5.50

Mawer, A., and others

The place-names of Sussex; Pts. 1 and 2; 2 v. 666p. map (col.) O (English Place-Name Soc., vs. 6 and 7) '29, '30 [N. Y., Macmillan] $12 set

Merriman, Thaddeus, and others, eds.

Merriman's American civil engineers handbook; 5th rev. ed. 2263p. S '30 N. Y., Wiley fab. $8; 2 v. ed., lea., $10

Messenger, Ruth Ellis

Ethical teachings in the Latin hymns of medieval England; with special reference to the seven deadly sins and the seven principal virtues. 210p. (6p. bibl.) O (Studies in hist., economics and public law, no. 321) c. N. Y., Columbia Univ. Press $3.50

Modern poster annual; v. 6, 1929-1930. 45p. il. (col.) F '30 N. Y., Aaron Broun, 251 W. 98th St. portfolio $6

Morris, Victor P.

Oregon's experience with minimum wage legislation. 236p. (4p. bibl.) O (Studies in hist., economics and public law, no. 320) c. N. Y., Columbia Univ. Press $3.75

Mullins, Edgar Young
Faith in the modern world. 171p. D [c.'30] Nashville, Tenn., S. S. B'd of So. Bapt. Convention $1.75
A posthumous collection of sermons and addresses.

Muratoff, Paul
Fra Angelico; his life and work. 392p. il. Q '30 N. Y., Warne $10

Musser, Benjamin Francis
Bucolics and caviar [lim. ed.] 60p. D [c. '30] Atlanta, Ga., Bozart Press bds. $1.50
A book of mordant verse.

The passion called poetry [lim. ed.]. 83p. (bibl. footnotes) D [c.'30] Atlanta, Ga., Bozart Press bds. $2
Essays on poetry, several of which were included in editorials during the author's editorship of *Contemporary Verse* and *Japm.*

Newcomb, Arthur
Dowie, anointed of the Lord. 403p. il. D [c.'30] N. Y., Century $3.50
An account of the amazing career of John Alexander Dowie, founder of the Christian Catholic Church in Zion Throughout the World and owner and despot of Zion City, Illinois, told in the form of a novel.

Nichols, Frederick George
New junior business training. 400p. il. O [c.'30] N. Y., Amer. B'k $1.68

Nitchie, Elizabeth, comp. and ed.
Master Vergil; an anthology of poems in English on Vergil and Vergilian themes. 125p. front. O [c.'30] Bost., Heath bds. $1
Printed for the American Classical League in honor of the Bimillennium Vergilianum.

Oursler, Fulton
Poor little fool. 236p. O (Copyright fiction) [c.'28] N. Y. [Burt] 75 c.

Parker, Eric, and others
Fine angling for coarse fish. 352p. (bibl. footnotes) il., diagrs. O (Lonsdale lib., v. 4) [n.d.] Phil., Lippincott buck. $7
Articles on fishing for roach, carp, perch, pike, etc., in England, Ireland and Scotland.

Peate, I. C., ed.
Studies in regional consciousness and environment; essays presented to H. J. Fleure. 232p. il., maps, diagrs. O '30 N. Y., Oxford $7.50

Pink, E. N.
The electric and magnetic circuits; alternating current and direct current. 131p. diagrs. D '30 N. Y., Pitman $1
A text for the student of electrical engineering.

Plekhanov, Georgïi Valentinovich
Fundamental problems of Marxism; ed. by D. Ryazanov. 159p. (bibl. notes) O [n.d.] N. Y., Internat'l Publishers $2

Porter, Eleanor Hodgman [Eleanor Stewart, pseud.]
The fortunate Mary. 265p. D (Copyright fiction) [c.'30-'28] N. Y., Burt 75 c.

Posgate, H. S., and Smith, M. A., eds.
French short stories of the twentieth century. 175p. D '30 N. Y., Oxford 95 c.

Raymond, Ernest
A family that was. 461p. D c. N. Y., Appleton $2.50
The story of an English rector's family, and particularly that of Tony O'Grogan, the youngest of the five children, in his development from boyhood to manhood.

Richardson, J. M.
God and man; a discussion of the basic principles of the primal intimate relations between the Creator and His masterpiece—man. 232p. D ['30] [New Philadelphia, Ohio, Author, 132½ N. B'way] $1.75

Ruck, Berta [Mrs. George Oliver]
Joy-ride. 294p. D (Copyright fiction) [c. '29] N. Y., Burt 75 c.

Russell, Jessie Weber Kitt, and others
Daggers in a star [verse]. 128p. il. O '30 N. Y., Henry Harrison $2.25

Sandford, William Phillips, and Yeager, Willard Hayes
Principles of effective speaking; rev. ed. 450p. D (Nelson's Eng. ser.) '30, c.'28 N. Y., Nelson $2.25

Sandford, William Phillips, and Yeager, Willard Hayes, comps.
Business speeches by business men. 747p. D '30 N. Y., McGraw-Hill $5

Sargent, Porter Edward
A handbook for private school teachers. 790p. (7p. bibl.) D c. Bost., Author, 11 Beacon St. flex. cl., $6
A directory of private school teachers, that also includes valuable articles and other information.

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Through Europe on two dollars a day; new and rev. ed. 237p. il., maps D '30, c.'27, '30 N. Y., McBride $2.50

Schwarz, Henry Stanley, ed.
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A collection of humorous short stories by modern French authors for school use.

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Riley, William A., and Christenson, Reed O.
Guide to the study of animal parasites. 131p. il. O (McGraw-Hill pub'ns in zool. sciences) '30 N. Y., McGraw-Hill $1.50

Shortridge, Virginia, comp.
Songs of science; an anthology. 269p. (10p. bibl.) il. O [c.'30] Bost., Marshall Jones $3.50
Poetry on the glories and triumphs of science.

Singing Davids [verse]. 96p. O '30 N. Y., Henry Harrison $2

Sleigh, Bernard
A handbook of elementary design. 63p. il. (pt. col.) O [n.d.] N. Y., Pitman bds. $2

Slosson, Edwin Emery
Short talks on science. 293p. il. D [c.'27-'30] N. Y., Century $2
Sketches of the new, curious and noteworthy accomplishments of science—the last writings of the former head of Science Service.

Smith, Mrs. Harriet Lummis
Pollyanna's debt of honor. 332p. D (Copyright fiction) [c.'27] N. Y., Burt 75 c.

Smith, Margaret
An introduction to the history of mysticism. 127p. (2p. bibl.) D ['30] N. Y., Macmillan $1.60

Smith, Robert Metcalf, ed.
A book of biography. 516p. (3p. bibl.) O [c.'30] Garden City, N. Y., Doubleday, Doran $2
Extracts from famous biographies for the use of college English classics.

Stafford, Frederick H.
The history of the Worcester. 240p. il. O '30 N. Y., Warne $3

Starr, Jonathan
Grapevine. 168p. D [c.'30] N. Y., Liveright $2
A story of the New York underworld, told in a crook's own words.

Starrett, Vincent
All about Mother Goose [biography, lim. ed.]. 41p. O '30 Glen Rock, Pa., Apellicon Press bds. $10

Steward, Sam M.
Pan and the fire bird [fiction]. 64p. O '30 N. Y., Henry Harrison $1.75

Storm, Lesley, pseud. [Mabel Margaret Cowie, Mrs. Doran Clark]
Lady, what of life? 329p. D (Copyright fiction) [c.'27] N. Y., Burt 75 c.

Stowell, Gordon
The history of Button Hill. 431p. O '30 N. Y., Richard R. Smith $2.50
The story of an English community and the changes which time made in its character and the lives of its inhabitants.

Street, G. S.
Ghosts of Piccadilly. 288p. S '30 N. Y., Richard R. Smith $1

Sutcliffe, Halliwell
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Thayer, Tiffany
Thirteen men. 323p. il. D c. N. Y., Claude Kendall $2.50
An unusual psychological novel about twelve jurors and the man they judge.

Thompson, Ruth Plumly
The yellow knight of Oz; il. by John R. Neill. 275p. il. (pt. col.) O (Oz b'ks) [c.'30] Chic., Reilly & Lee $1.75
A new story of Oz, continuing those written by L. Frank Baum.

Tuttle, Harold S.
Character education by state and church. 164p. (10p. bibl.) D (Abingdon religious educ. monographs) [c.'30] N. Y., Abingdon $1.50
A discussion of ways to apply the principles of education to the field of religion by the cooperation of state and church.

Van Epps, Margaret T.
Nancy Pembroke, college maid. 256p. front. D (Nancy Pembroke ser.) [c.'30] N. Y., Burt 50 c.

Ver Wiebe, Walter A.
Oil fields in the United States. 629p. il. O '30 N. Y., McGraw-Hill $6

Wallace, C. E.
Commercial art. 227p. il. O (McGraw-Hill vocational texts) '30 N. Y., McGraw-Hill $3; textb'k ed., $2.50

Wallace, Edgar
The clue of the twisted candle. 344p. D (Copyright fiction) [c.'16] N. Y., Burt 75 c.
Silinski, master criminal. 343p. D [c.'11, '30] Cleveland, O., Internat'l Fiction Lib. 25 c.

Simpson, Lola Jean
People who want to be educated; the story of the People's Institute and its director, Everett Dean Martin. 9p. front. (por.) O [n. d.] [N. Y.], Norton pap. apply

Spease, Edward
Pharmaceutical mathematics. 126p. D (McGraw-Hill pub'ns in pharmacy) '30 N. Y., McGraw-Hill $1.75

Tschachert, Frank G.
My theory of mind and body; pertaining to mental and spiritual healing. 32p. O '30 Milwaukee, Caspar, Krueger, Dory Co. pap. 25 c.

Webster, Edward H.
Oral tests for correct English; a teacher's manual to accompany Daily drills for better English. 92p. S '30 Yonkers, N. Y., World B'k Co. fab. 60 c.

Williams, Frankwood E., M.D., ed.
Some social aspects of mental hygiene. 218p. (bibl. footnotes) O (Annals, v. 149, pt. 3) c. Phil., Amer. Acad. of Political & Soc. Science pap. apply

Wills, Anthony E.
The stranger; a tabloid drama in one act. 20p. diagrs. D (French's internat'l copyrighted ed., no. 673) c.'08, '30 N. Y., S. French pap. 30 c.

Witt, Harvey Arthur
Printing for apprentices and journeymen; ed. by Robert W. Selvidge. 223p. il. diagr. O (Selvidge ser. of instruction manuals) '30 Peoria, Ill., Manual Arts Press $1.90

Wolf, Lulu K.
A study guide test-book in the principles and practice of nursing. 148p. (bibls.) diagrs. Q c. N. Y., Macmillan pap. 70 c.

Ward, Winifred Louise
Creative dramatics; for the upper grades and junior high school. 318p. (bibls.) il., diagrs. D [c.'30] N. Y., Appleton $2.25
Information to aid in planning and directing school dramatics.

Webster, J. Clarence
Wolfe and the artists; a study of his portraiture [lim. ed.]. 74p. il. (pt. col.) O c. Toronto, Ont., Ryerson Press bds. $3
General Wolfe as portrayed by painters, etchers and sculptors.

Whalen, William Wilfrid
Co-stars: Cecil Spooner and Oscar Wilde. 237p. D [c.'30] Orrtanna, Adams Co., Pa., White Squaw Press $2
A novel of the New York stage.

White, Margaret L., and Hawthorn, Alice
Interesting things to know. 296p. il. (col.) D (Do and learn readers; 3rd reader) [c.'30] N. Y., Amer. B'k 88 c.

Wilkins, Ernest Hatch
Above Pompeii. 82p. D [c.'30] Chic., Univ. of Chic. Press $1.25
Talks, most of them delivered to college audiences by the president of Oberlin College.

Williams, Garfield Hodder
What if he came. 208p. D '30 N. Y., Richard R. Smith $2

Williams, Rev. William Rayner
Fact and faith in the Bible. 193p. D ['30] N. Y., Macmillan $1.40
Interpreting the Bible for modern man.

Williams, William Will, and Taylor, Mona Dell
Second course in algebra. 256p. diagrs. D [c.'30] Chic., Lyons & Carnahan fab. $1.20

Woman's Institute library of cooking; 12 v. il. O '30 Milwaukee, Caspar, Krueger, Dory Co. $19

Woodruff, Helen
The illustrated manuscripts of Prudentius. 60p. il. F '30 Cambridge, Mass., Harvard $2

Worcester, Dean Conant
The Philippines past and present; new ed. in 1 v., with biographical sketch and four additional chapters by Ralston Hayden. 874p. (9p. bibl.) il., maps O '30, c.'14, '30 N. Y., Macmillan $6

Wynne, Anthony
The horseman of death. 320p. D (Copyright fiction) [c.'27, '28] N. Y., Burt 75 c.

Young, John Wesley
Projective geometry. 194p. (bibl. note) il., diagrs. D (Carus mathematical monographs, no. 4) [c.'30] Chic., Open Court Pub. Co. $2

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Accuracy of the Old Testament, The. Duncan, J. G. $2.40 *Macmillan*
Aces of the air. French, J. L. $1 *McLoughlin Bros.*
Africa from port to port. Mott-Smith, M. $5 *Van Nostrand*
Albion and Rosamund. Altheimer, B. M. $1.50 *Christopher Pub. House*
All about Mother Goose. Starrett, V. $10 *Apellicon Press*
Aluminum industry, The. Edwards, J. D. $12 *McGraw-Hill*
Application of science to crop-production, The. Howard, A. $3 *Oxford*
Autobiography. Franklin, B. 60 c. *Macmillan*
Azure checker. $1 *H. Buether*
Background of Swedish emigration to the United States, The. Lindberg, J. S. $2.50; $2 *Univ. of Minn. Press*
Bailey twins and the Farnham cadet corps, The. La Belle, C. A. 50 c. *Burt*
Bailey twins at Farnham Hall, The. La Belle, C. A. 50 c. *Burt*
Bailey twins in the Philippines, The. La Belle, C. A. 50 c. *Burt*
Bed rock. Bethea, J. 25 c. *Internat'l. Fiction Lib.*
Behind the big hill. Hallock, G. $2 *Richard R. Smith*
Better citizenship. Levis, E. C. $1.72 *Harcourt*
Big vacation book for girls, The. $2 *Doubleday, Doran*
Blue Domers and the hidden shanty, The. Finley, J. 35 c. *Burt*
Blue Domers' nest, The. Finley, J. 35 c. *Burt*
Book of biography, A. Smith, R. M. $2 *Doubleday, Doran*
Book of cats, A. Foujita. $25 *Covici, Friede*
Bread of Britain, The. Hurst, A. H. $1 *Oxford*
Bucolics and caviar. Musser, B. F. $1.50 *Bozart Press*
Business speeches by business men. Sanford, W. P. $5 *McGraw-Hill*
Catalogue of dramatic portraits in the theatre collection of the Harvard College Library. Hall, L. A. $5 *Harvard*
Certain ladies. Kenyon, T. $2 *Ives Washburn*
Character education by state and church. Tuttle, H. S. $1.50 *Abingdon*
Children at the crossroads. Benedict, A. E. $1.50 *Commonwealth Fund, Div. of Pub'ns.*
Church in politics, The. High, S. $2 *Harper*
Clue of the twisted candle, The. Wallace, E. 75 c. *Burt*
Commercial art. Wallace, C. E. $3; $2.50 *McGraw-Hill*
Communist and co-operative colonies. Gide, C. $2.50 *Crowell*
Communist Manifesto, The. Marx, K. $3.50 *Internat'l. Publishers*

Co-stars: Cecil Spooner and Oscar Wilde. Whalen, W. W. $2 *White Squaw Press*
Creative dramatics. Ward, W. L. $2.25 *Appleton*
Crisis, The. Churchill, W. 60 c. *Macmillan*
Daggers in a star. Russell, J. $2.25 *Henry Harrison*
Dante's Purgatorio. $2 *People's Pub. Co.*
De Montfort (Simon), Earl of Leicester Bémont, C. $4.50 *Oxford*
Descriptive geometry. Millar, A. V. $2.50 *Kilgore Pr. Co.*
Development of the federal program of flood control on the Mississippi River, The. Frank, A. D. $4.25 *Columbia Univ. Press*
Development of the United States since 1865, The. Mead, N. P. $3 *Harcourt*
Dickinson (Emily). Hampson, A. L. $2.50 *Hampshire B'kshop*
Dimmest dream, The. Colver, A. 75 c. *Burt*
Doubloons—and the girl. Forbes, J. M. 25 c. *Internat'l. Fiction Lib.*
Dowie, anointed of the Lord. Newcomb, A. $3.50 *Century*
Drama in English, The. Eaton, W. P. $2 *Scribner*
Effective speech. Gough, H. B. $1.60 *Harper*
Electric and magnetic circuits, The. Pink, E. N. $1 *Pitman*
Embryology and evolution. De Beer, G. R. $2 *Oxford*
Fact and faith in the Bible. Williams, W. R. $1.40 *Macmillan*
Faith in the modern world. Mullins, E. Y. $1.75 *S. S. B'd. of So. Bapt. Convention*
Familiar essays of to-day. Heydrick, B. A. $1 *Scribner*
Family that was, A. Raymond, E. $2.50 *Appleton*
Fifteen cells, The. Martin, S. 75 c. *Burt*
Fine angling for coarse fish. Parker, E. $7 *Lippincott*
Fisherman's log, A. Dodd, G. $3 *Richard R. Smith*
For chaps and chits. Lee, M. 75 c. *S. French*
Fortunate Mary, The. Porter, E. H. 75 c. *Burt*
Fra Angelico. Muratoff, P. $10 *Warne*
French short stories of the twentieth century. Posgate, H. S. 95 c. *Oxford*
Fundamental problems of Marxism. Plekhanov, G. V. $2 *Internat'l. Publishers*
Ghosts of Piccadilly. Street, G. S. $1 *Richard R. Smith*
Girls' friendship book. Jacob, A. G. $1.50 *Christopher Pub. House*
God and man. $1.75 *J. M. Richardson*
Gold—and the Mounted. Hendryx, J. B. 75 c. *Burt*
Grapevine. Starr, J. $2 *Liveright*
Greenland. Krabbe, T. $14; $11 *Oxford*
Groote Park murder, The. Crofts, F. W. 75 c. *Burt*
Gun tamer, The. Brand, M. 75 c. *Burt*
Handbook for private school teachers, A. $6 *P. E. Sargent*
Handbook of elementary design, A. Sleigh, B. $2 *Pitman*
Héros et héroïnes de France. Dubrule, N. $1 *Ginn*
Higgler, The. Coppard, A. E. $65 *Chocorua Press*
Histoires gaies. Schwarz, H. S. $1.20 *Heath*
History of Button Hill, The. Stowell, G. $2.50 *Richard R. Smith*
History of the Worcester, The. Stafford, F. H. $3 *Warne*
Hobbes; selections. $1.25 *Scribner*
Horseman of death, The. Wynne, A. 75 c. *Burt*
House of disappearance, The. Farjeon, J. J. 75 c. *Burt*
How to teach spelling. Breed, F. S. $1.50 *F. A. Owen Pub. Co.*
Ibero American red book. $5 *Pan American News Service*
Illustrated manuscripts of Prudentius, The. Woodruff, H. $2 *Harvard*
Industrial accounting for executives. Bangs, J. R. $5 *McGraw-Hill*
Interesting things to know. White, M. L. 88 c. *Amer. B'k.*
Introduction to cataloging and the classification of books. Mann, M. $3 *Amer. Lib. Ass'n.*
Introduction to the history of mysticism, An. Smith, M. $1.60 *Macmillan*
It's still Boloney. Fishman, J. F. $1 *Doubleday, Doran*
Joy-ride. Ruck, B. 75 c. *Burt*
Kaleidoscopics of other people and places. Betts, E. C. $1.75 *Christopher Pub. House*
Lady, what of life? Storm, L. 75 c. *Burt*
Layman measures the minister, The. Leavell, F. H. *S. S. B'd. of So. Bapt. Convention*
Liberty. Martin, E. D. $3 *Norton*
Life beyond death, The. Kester, J. M. $1 *S. S. B'd. of So. Bapt. Convention*
Lincoln (A.). Lockridge, R. F. $1.40 *World B'k.*
Long lost friend. Hohman, J. G. $1.50; $1 *Aurand Press*
Lorenzetti (Pietro). De Wald, E. T. $2 *Harvard*
Magic world, A. Gordon, M. $1.20 *Appleton*
Magnificent sin, The. Tellier, A. $2.50 *Claude Kendall*
Makers of our nation. Halleck, R. P. 96 c. *Amer. B'k.*
Man and the image of God. Foston, H. M. $3 *Macmillan*
Marketing and housework manual. Donham, S. A. $2 *Little, Brown*
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Mechanics of singing, The. Evetts, E. T. $1.75 *Oxford*
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New junior business training. Nichols, F. G. $1.68 *Amer. B'k.*
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New York. Cooper, J. F. $10 *Wm. F. Payson*
Night nurse. Macy, D. $2 *Brentano's*
Oil fields in the United States. Ver Wiebe, W. A. $6 *McGraw-Hill*

Old houses in England. Hunter, R. C. $8.50 *Wiley*

Old Lattimer's legacy. Fletcher, J. S. 75 c. *Burt*

Old Testament, The. Bible. 70 c. *Macmillan*

Orpheus in exile. Kean, L. L. $2 *Bozart Press*

Other bullet, The. Mavity, N. B. $2 *Doubleday, Doran*

Pan and the fire bird. Steward, S. M. $1.75 *Henry Harrison*

Papermaking through eighteen centuries. Hunter, D. $17.50 *Rudge*

Party of baccarat, A. Byrne, D. $1.25; $2.50 *Century*

Passion called poetry, The. Musser, B. F. $2 *Bozart Press*

Pearl merchant, The. MacLean, K. E. 80 c. *Macmillan*

Philine. Amiel, H. $3.50. *Houghton*

Philippines past and present, The. Worcester, D. C. $6 *Macmillan*

Pioneers of freedom. Johnson, S. $3.50 *Stratford*

Pollyanna's debt of honor. Smith, H. L. 75 c. *Burt*

Poor little fool. Oursler, F. 75 c. *Burt*

Powder River let 'er buck. Lee, J. H. $1.50 *Christopher Pub. House*

Principles of effective speaking. Sanford, W. P. $2.25 *Nelson*

Production, A. Craig, G. $65; $90 *Oxford*

Projetive geometry. Young, J. W. $2 *Open Court Pub. Co.*

Raw material of religion, The. Marett, R. R. 70 c. *Oxford*

Romance of the submarine, The. Jackson, G. G. $2.50 *Lippincott*

Saddle Wolf, The. Hoffman, W. D. 75 c. *Burt*

Salammbô. Flaubert, G. $20 *The Brown House*

Scandinavian summer, A. Franck, H. A. $4 *Century*

Second course in algebra. Williams, W. W. $1.20 *Lyons & Carnahan*

Shadow-king, The. Madol, H. R. $5 *Houghton*

Short talks on science. Slosson, E. E. $2 *Century*

Silinski, master criminal. Wallace, E. 25 c. *Internat'l. Fiction Lib.*

Sing Sing nights. Keeler, H. S. 75 c. *Burt*

Singing Davids. $2 *Henry Harrison*

So youth may know. Dickerson, R. E. $2 *Ass'n. Press*

Soames and the flag. Galsworthy, J. $15 *Scribner*

Social sciences in the Balkans and in Turkey. Kerner, R. J. $1.50 *Univ. of Cal. Press*

Soldiers three. Kipling, R. 25 c. *Internat'l. Fiction Lib.*

Solid geometry. Hassler, J. O. $1 *Lyons & Carnahan*

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South America and the Old World. Atwood, W. W. $1.80 *Ginn*

Spindrift. Bennett, F. M. $1.75 *Mosher Press*

Story of Peter Pan, The. Barrie, J. M. 50 c. *Altemus*

Striding dales, The. Sutcliffe, H. $6 *Warne*

Studies in regional consciousness and environment. Peate, I. C. $7.50 *Oxford*

Suicide. Seiler, C. $1.50 *S. French*

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Tales of a wayside inn. Longfellow, H. W. 60 c. *Macmillan*

Tanar of Pellucidar. Burroughs, E. R. $2 *Metropolitan B'ks.*

Thirteen men. Thayer, T. $2.50 *Claude Kendall*

Through Europe on two dollars a day. Shoonmaker, F. $2.50 *McBride*

Trade associations—their services to industry. Foth, J. H. $4.50 *Ronald Press*

Uncle Wiggily's bungalow. Garis, H. R. 50 c. *Burt*

Use of the microscope, The. Belling, J. $4 *McGraw-Hill*

Virtuous girl, A. Bodenheim, M. $2.50 *Liveright*

Voice in the closet, The. Landon, H. $2 *Liveright*

Watching the world go by. Gates, I. E. $2 *S. S. B'd. of So. Bapt. Convention*

Ways to teach English. Blaisdell, T. C. $2.50 *Doubleday, Doran*

What a master salesman should know. Montgomery, L. L. $2.50 *B. C. Forbes*

What if he came. Williams, G. H. $2 *Richard R. Smith*

Wider horizons. Gibbons, H. A. $3 *Century*

Wings of destiny. Moore, W. F. $2; $5 *Wetzel Pub. Co.*

Wolfe and the artists. Webster, J. C. $3 *Ryerson Press*

Woman's Institute library of cooking. $19 *Caspar, Krueger, Dory Co.*

World's family, The. Corke, H. $1.25 *Oxford*

Yellow knight of Oz, The. Thompson, R. P. $1.75 *Reilly & Lee*

Old and Rare Books

Frederick M. Hopkins

CHARLES F. HEARTMAN, of Metuchen, N. J., held a sale of Americana and first editions of American authors on May 10, in a foreword to the catalog of which he said "the material offered covers a variety of subjects, and comes from a number of sources, thus indicating a wind-up of the season. It was a very spotty season. While the averages in my sales held fairly well, there is no denying that some material might have sold for better prices. However, taking it all in all, and considering all conditions, I feel well pleased with my auction sales this season. It does not need any statistical expert to figure out that I sold in the last seven months more printed Americana than all the other auction houses combined."

A few of the lots and the various prices realized were the following: Paul Allan's "History of the Expedition under the Command of Captain Lewis and Clark," etc., 2 vols., 8vo, Philadelphia, 1814, $135; "Narrative of the Life and Adventures of Mathew Bunn (of Providence, R. I.,) in an expedition against the North-Western Indians," etc., 12mo, wrappers, Batavia, 1828, $111; "The Charter Granted by His Majesty, King Charles II to the Gouveneur & Company of the English Colony of Connecticut," New-London, 1718, $120; "Minutes of the Supreme Court of New York Colony from August 11, 1701 to October 14, 1704, some pages in the handwriting of William Bradford, the printer, 2 vols., $505; Holme's "Autocrat of the Breakfast Table," 8vo, cloth, Boston, 1858, first edition, $110; Longfellow's "Hiawatha," 8vo, cloth, Boston, 1855, $90, and Harriet Beecher Stowe's "Uncle Tom's Cabin," 2 vols., bound in levant by Sangorski & Sutcliffe, Boston, 1852, first edition, $151.

JOHN CECIL CLAY, the artist, whose ill-fortune changed three years ago when he sold a document signed by Button Gwinnett at auction for a sensationally high price, passed away on his Butterfly Farm, Mamaroneck, on May 23. Clay had just begun a successful career as an artist when he was seized by paralysis which left both legs and one arm useless and ended his artistic career. In 1927 he read of the large price which a Gwinnett signature had brought and remembered that in a small collection which he had inherited from his father that there was a document signed by Gwinnett. It was found and consigned to the Anderson Galleries and brought the record price of $51,000, and his new-found wealth brought a short period of plenty and happiness.

ONE of the largest music libraries privately owned is that of Sigmund Romberg, composer of "The Student Prince," Blossom Time," "The New Moon," and other operettas. He has about 5,000 volumes, many extremely valuable, which it has taken him many years to collect. Rare scores of operettas and musical comedies have been bound in red; operas in brown, and operas and operettas in green. In addition to its musical scores, the library covers a wide range of information of the greatest usefulness to the student of music.

THE current catalog of Bernard Quaritch, of London, comprises 750 items relating to geography, voyages, travels and navigation. Among the outstanding lots are an Italian manuscript atlas on vellum consisting of fifteen leaves containing ten maps of the Old and New Worlds executed in colors, about 1550, maps well preserved, the work of Baptista Agnese, £2,000; Brereton's "A Briefe and True Relation of the Discouerie of

the North part of Virginia," etc., small 4to, London, 1602, second edition, £2,000; Martin Cortes's "The Art of Navigation," etc., small 4to, London, 1584, with the rare folding woodcut map of the "Newe Worlde," £300; De Bry's Collection of Voyages, 11 vols., folio, Frankfort, 1590-1634, £1,250, the most complete set of the Grands et Petits Voyages in Latin which has been offered for sale for many years; and Hulsius's "Collection of Voyages," a complete set of the 26 parts, 14 vols., small 4to, with 246 maps and plates, 1599-1650, £850.

ONE of the three known copies of the pre-Revolutionary pamphlets, "The Monster of Monsters," whose publication led indirectly to the founding of the first newspaper on what is now New Hampshire soil, has come into the possession of the New Hampshire Historical Society. In the pamphlet Thomas Thumb of Boston assailed the royal government of the Massachusetts Bay colony in strong terms. Its publication in 1754 led to both his arrest and that of Daniel Fowle, the printer of the pamphlet. Fowle, after his release from jail, after serving two years, left Boston and took his press to Portsmouth, where his first publication, a newspaper, was styled *Good News from Home.* This title was soon changed to *New Hampshire Gazette,* predecessor of the present *Portsmouth Herald.*

MAURICE FIRUSKI, founder and proprietor until its incorporation last year of the Dunster House Bookshop in Cambridge, will open the Housatonuc Bookshop this summer at Salisbury, Litchfield county, Conn. There are few country bookshops in the United States. Mr. Firuski believes, however, that if he has the right book stock the buyers will come to him, and will test out his theory this summer. The experiment will be watched with interest.

THE ninth annual student treasure exhibit of Princeton University is now being held in the treasure room of the university library. The exhibition includes illuminated manuscripts, first editions, and many books of recent date in beautiful bindings. The earliest piece on view is a group of Italian vellum manuscripts of the sixteenth and seventeenth centuries, which were used as church choir books.

THE original manuscript of John M. Synge's "The Playboy of the Western World," has just been acquired by Amherst College, on indefinite loan, and was placed on exhibition in the foyer of College Hall for the two evening performances of the play given by the Amherst Masquers on May 21 and 22. This is said to have been the first time in America that theater-goers have had the opportunity of seeing this manuscript of one of the most celebrated plays to come out of Ireland in modern times, since the Abbey Players, in the old Abbey Theatre in Dublin, used this same manuscript in their initial productions of the play, partly under the guidance of Synge, in January, 1907.

THE Harvard University Press has just published Vol. I, A-E of a "Catalogue of Dramatic Portraits in the Theatre Collection of Harvard College Library," by Lillian Arvilla Hall, Custodian of the Theatre Collection. This volume is a very useful key to a portion of the Theatre Collection at Harvard which "with its many thousands of books, portraits, playbills, autograph letters, and manuscripts is maintained by Harvard College for the use of students of the Drama." The work has been compiled with very great care and skill, and the make-up is very pleasing.

THE bi-millenary of the birth of Vergil, in October, 70 B.C., is being celebrated in various ways throughout the world. So universal is the celebration that one wonders at the popularity of the Roman poet at this moment of history. Italy, of course, leads in the celebration, which was opened officially on April 21, the birthday of Rome. The culminating point of all the Italian and foreign celebrations will be the opening of the Lucus Vergilianus—the great park at the gates of Mantua containing all the plants and flowers named in the works of the poet. In this city the celebration begins with an exhibition at the New York Public Library of rare and early editions and translations of the works of Vergil. There are over 300 books and manuscripts

on view, including many examples of printing, from the fifteenth century to the present day, and some fine manuscripts. In addition to the writings of the poet, there are some early commentaries, books of medieval legends about him, and a collection of travesties of the "Aeneid" printed in the seventeenth century. Charles F. McCombs, superintendent of the main reading room and director of general exhibitions at the library, said that the exhibition would have been impossible without the assistance of Princeton University Library, whose Junius Spencer Morgan collection of Vergil books and manuscripts comprises more than half of the items shown. He said, too, that the donor had given his active interest and encouragement.

THE publication in Weimer of the entire last act of the second part of Goethe's "Faust," as it was given by the poet to his secretary to be transcribed into the perfect copy for printing is casting new light on the obscure meanings of the aged Goethe, and in many circles arousing questions which he certainly never had in mind when he wrote it. In Vienna literary critics have begun the careful examination of the script, and one, Hermine Cloeter of the *Neue Freie Presse,* sees in it the welling up of the ideas of the author's lifetime, but more particularly an interesting point in handwriting, namely, that when Goethe was much moved and deeply interested in his work he turned logically to the German script style and away from the Latin script writing which he used in the middle period of his life and which was used for much of the first part of the famous play-poem. The manuscript is written in thin, clean lines, but with force and directness. "We see Goethe," says Miss Cloeter, "coming back to the German handwriting of his youth. It has become heavier, fuller, harder in structure—it is pure Goethe. This last copy prepared for his secretary is the rewriting of former notes and sketches, and includes one scene which was written and rewritten ten times. In this last act we have a mountain of written preparations on scraps of paper of all kinds. When we consider that there are more than 320 hand-written pieces on the second part of "Faust" of which the Schiller-Goethe Archives have 280, we can see, by examination of these crossed and recrossed lines the proof of the two generation-old fight which went on in Goethe over the material of his ideas." Rarely has an author's manuscript received the close analytical study that this part of the manuscript of "Faust" is now getting.

THIS season has added many new high records to the prices of first editions of the books written by A. Edward Newton realized at public sale. In a recent sale Mr. Newton's first book. "The Amenities of Book Collecting," brought $145; "A Magnificent Farce," with the suppressed plate laid in, and "The Greatest Book in the World," sold for $42.50 and $30 respectively. These were all trade issues. 'The Format of the English Novel," one of 289 copies for the Rowfant Club, fetched $22.50, and "Thomas Hardy, Novelist and Poet," inscribed, $27.50. Of the Christmas books printed in small editions for Mr. Newton's friends, "The History of Moses," 1919, realized $28; "John Mytton," 1924, $52.50; "The Act of Creation," 1925, $57.50; "My Library," 1926, $22.50; "A Reprimand and What Came of It," 1927, $22.50; and "Nelson," 1928, $20. The two scarce Newton books by George H. Sargent, "The Writings of A. Edward Newton," 1927, and "A Busted Bibliophile," 1928, brought the record prices, respectively of $45 and $26.

CATALOG No. 65, "selections from the Rare Book Room," comes from Dauber & Pine Bookshops, Inc., and the 100 lots includes some very rare and fine books and autographs. Among them are a document signed in full by John Alden, signer of the compact in the cabin of the Mayflower and the last survivor of them, with three short lines in his autograph, signed also by his daughter Rebecae Delano and her husband Thomas Delano, 1p., folio, New Plymouth, July 2, 1685, $1,500; Mrs. Burnett's "Little Lord Fauntleroy," 1866, first edition, $125; Crane's "The Red Badge of Courage," 1895, first edition, $1,000; Emerson's "Essays," 1841, first edition, $350; Maurice de Guerin's "The Centaur," translated by George B. Ives and printed by Bruce Rogers, $200; Edith Wharton's "Ethan Frome," 1911, first edition, $100; and "A Pleasant Comedie, Called Wily Begvilde," 4to, London, 1623, third edition, $2,500.

The Weekly Book Exchange

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Alger, Horatio. Bertha's Christmas Vision. Boston. 1856.
Beaumont, Wm. Experiments and Observations on Gastric Juice, and Physiology of Digestion. 1833.
Borzoi. 1920. Ed. ltd. to 100 copies.
Bourne. Untimely Papers.
Bunner, H. C. Stories of. 2nd series.
Contemporary One-Act Plays of 1921, Amer., Selected and Arranged by Frank Shay. 2 cops.
Cumont. The Mysteries of Mithras. Open Court.
De Casseres. Forty Immortals.
Eckels. Dickens Bibliography.
England, Geo. Allen. Darkness and Dawn.
Full and By. A Book of Verses. Ed. De Luxe. Pub. Doubleday.
Gluck, Sinclair. Dragon in Harness.
Graham, Tom. Hike and the Aeroplane. With

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illus. by Arthur Hutchins. Stokes. N. Y. 1912.
Henry, Arthur. Princess of Arcady. N. Y. 1900.
Heyward, DuBose. Porgy: A Novel. 1st ed.
Hiroshige. Y. Noguchi.
Kent, Rockwell. Voyaging; Wilderness. Ltd. eds.
Lawrence, D. H. White Peacock. Duffield, N. Y. 1911.
Lewis, Sinclair. The Innocents. N. Y. 1917; Free Air, N. Y. 1919. Must be 1st eds.
Masters, Edgar Lee. Althea: A Play. Chicago. 1907; The Trifler. A Play. Chicago. 1908; The Locket. A Play. Chicago. 1910. All pub. by Rooks Press.
McGuinness. Pen Drawings.
Milmine. Life of Mary Baker Eddy.
Myer. Life and Letters of Dr. W. Beaumont.
Pleiades Club Year-Book, 1912.
Provincetown Plays. 1st Series. 1916; 3rd Series. 1916.
Rogers, Will. Rogerisms. Harper. 1919.
Starrett, Vincent. The Unique Hamlet; Alice and the Lost Novel.

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McClintock. History of Arizona.
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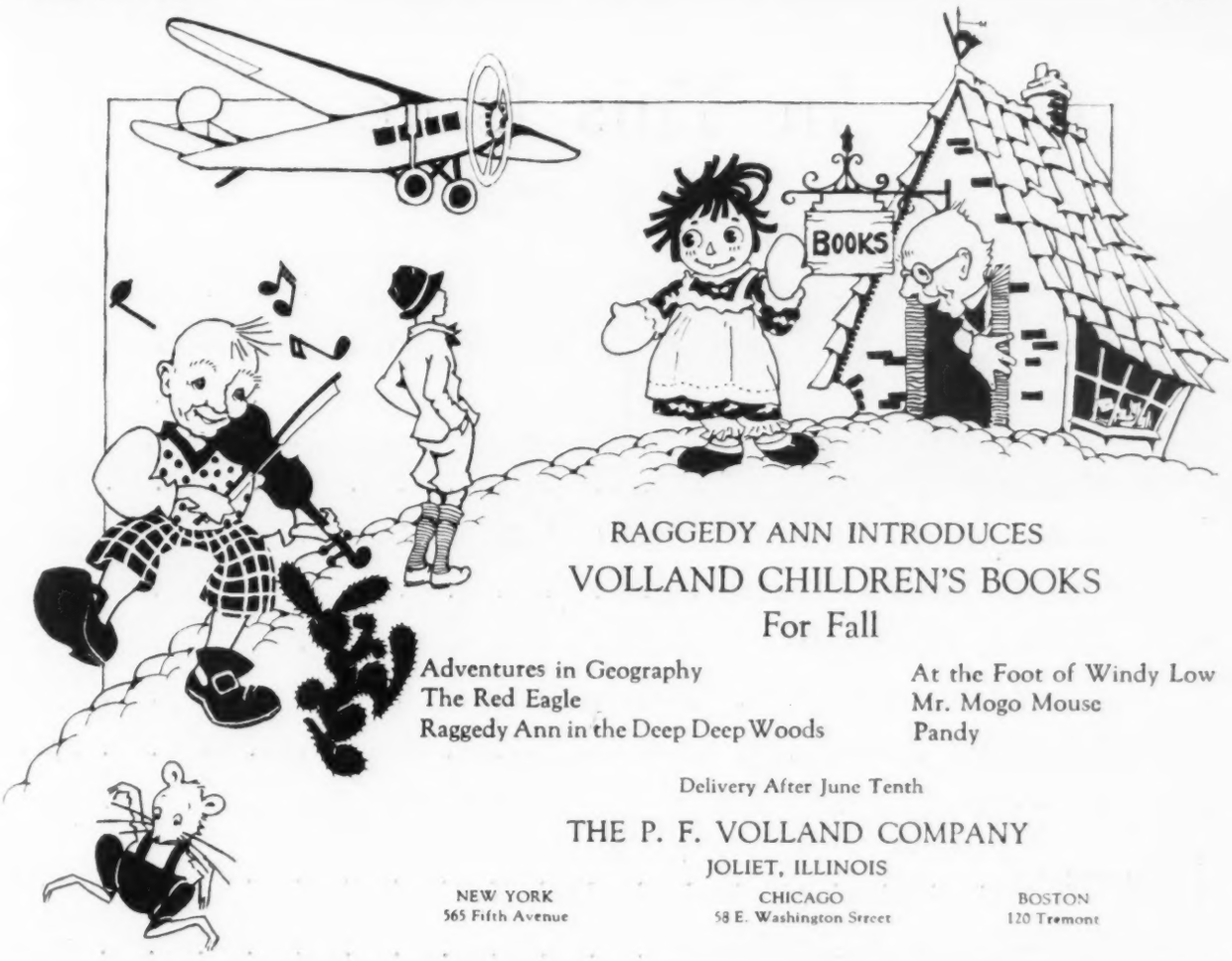
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Forthcoming Issues

With the economics of the newly proposed dollar book new fiction publishing schemes being heavily discussed on all sides we are fortunate in being able to announce as the leading article for next week's issue an article by O. H. Cheyney, vice-president of the Irving Trust Company. The article is entitled "The Publishing Industry Discovers Economics." The article on "Buying Books for the Bookstore" by Sarah Ball of Ball & Wilde, New York, originally announced for next week's issue has been postponed until June 14. Franklin Watts' third chapter on "Small Bookshop Management" will appear next week. It is called "Physical Layout."

Reports of the Canadian Booksellers' and Stationers' Convention to be held at London, Ontario, June 3-4, will be reported in the issue of June 21. Canadian Book Clubs will be discussed by Richard Murray in this number, and Ruth Brown Park writes "Cloistered Bookselling," a description of the book department at the T. Eaton & Co. in Toronto.

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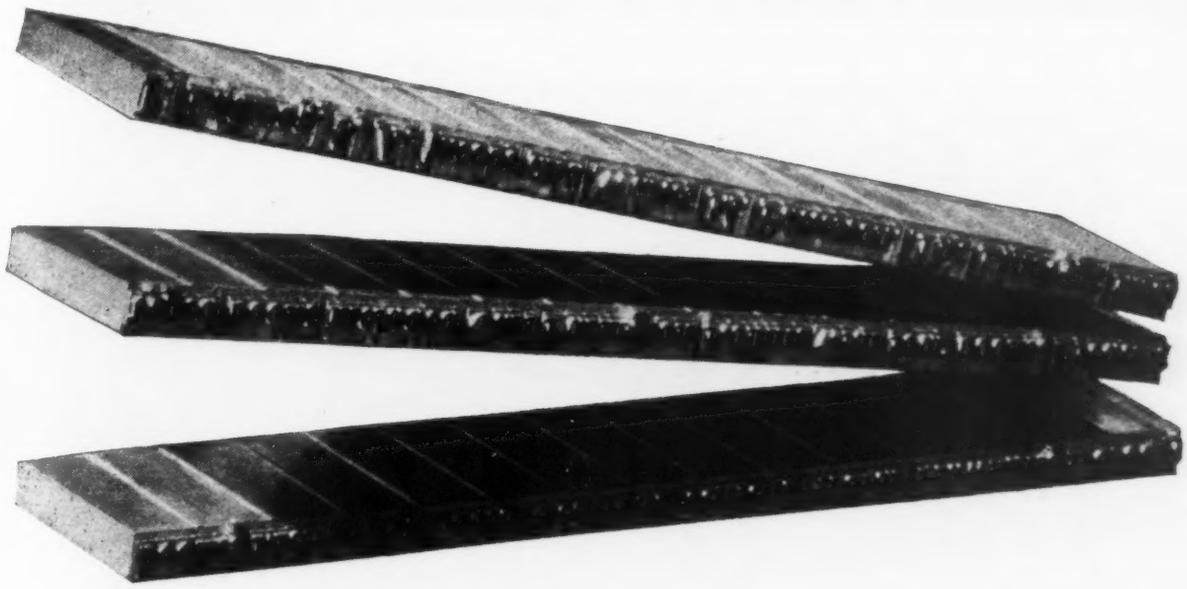
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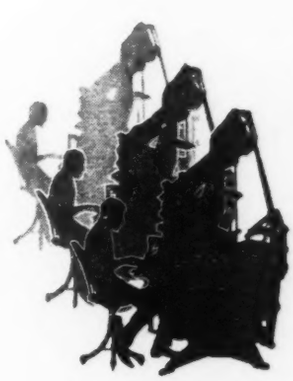
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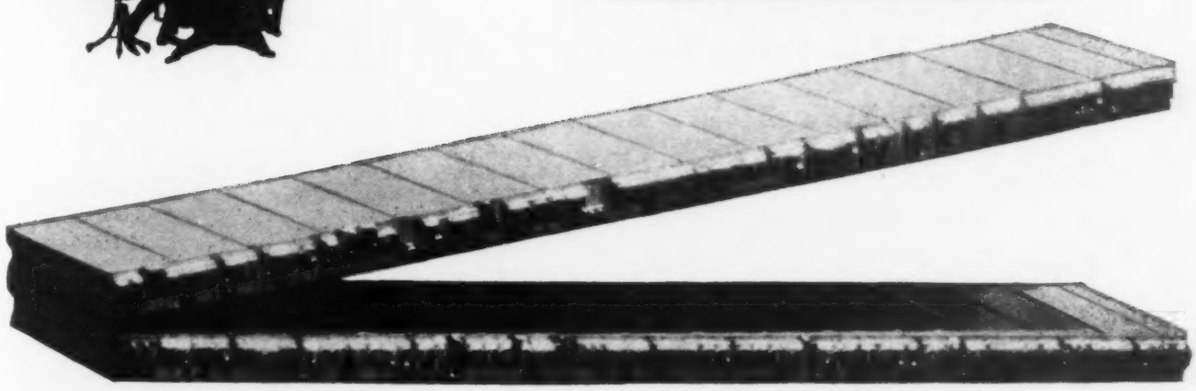
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